

January, 1921

Engineering
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Electrical Merchandising

The Monthly Magazine of the Electrical Trade

JAN 17 1921



TO dispose of electric cleaners in quantity, at a profit, pattern your activities after those of the most successful dealers in appliances and—*concentrate upon The Hoover!* Firmly established, heavily advertised, better known and recognized as the standard, even apart from the zeal of its organization in promoting your success by untiring cooperation of a most helpful type, The Hoover offers an incomparable opportunity to uphold sales volume.

THE HOOVER SUCTION SWEEPER COMPANY
The oldest and largest makers of electric cleaners
North Canton, Ohio. Hamilton, Canada

IT BEATS...
as it Sweeps
as it Cleans

The HOOVER

Today women look upon conveniences as necessities, but insist that these improvements have one paramount advantage—simplicity



See How Easy—Just a Touch

TO the touch of a finger or the sweep of an elbow, the G-E tumbler switch responds instantly.

This switch works up and down instead of in and out like the ordinary kind. The lightest touch operates its sturdy mechanism. It is just another way of doing things a bit better—another little refinement in electrical equipment.

Such convenience is easy to obtain. If you're building, see that your wiring includes G-E tumbler switches. If you are already settled in a home, ask the electrical con-

tractor-dealer in your community to install them to replace your present switches. It's an easy job with no muss or litter and you will at once appreciate the improvement.

And when you have any other wiring done, be sure that your electrical contractor uses G-E Reliable Wiring Devices—there are 3000 of them to meet every wiring requirement.

Meanwhile, write for our interesting and helpful booklets on the subject of house wiring and how to get the most service out of your electrical equipment. Address Section 4113, General Electric Company, Schenectady, N. Y.

WHEN you buy electrical goods look for a store that displays the G-E orange and blue labelled line of electrical conveniences—this label is an indication of quality.



General Electric

General Office
Schenectady, N.Y.

Company

Sales Offices in
all large cities

41-122

This advertisement in the January 22, Saturday Evening Post is the first gun in the 1921 Wiring Device Campaign

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Of This Number 13,600 Copies Are Issued

*One Flag, One Country;
One Voltage, One Frequency;
and One Kind of
Attachment Plug!*



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Electrical Merchandising

The Monthly Magazine of the Electrical Trade

Vol. 25

January, 1921

No. 1

Make These Your First Three 1921 Resolutions

By D. M. ROY

Circulation Manager ELECTRICAL MERCHANDISING



Resolved, That during 1921 I will sell the "electrical idea" harder than ever, confident that *selling*, or going out after the business, will sell, so that more people will "see the light" and purchase what I have to sell, whether it is contracting service, convenience appliances, lighting furniture, farm electric plants, or what not. Furthermore, be it

Resolved, That I will also manage my business more carefully than ever, definitely planning to buy my stock on a basis of more frequent turnover, making my prices of goods and my estimates on service just and square, not alone to my customers but to myself as well, collecting my accounts receivable when due and discounting my bills payable, thereby raising my credit standing with my banker, my jobber and all manufacturers, and assuring myself a fair profit. And, finally, be it

Resolved, That I will send in my order to ELECTRICAL MERCHANDISING for a year's subscription, having it sent to my home address (if I am not now having it sent there), so that I can read it thoroughly of evenings, and that I will have my store manager, my sales manager, my salesmen and my other sales employees subscribe *at their homes*, and that I will endeavor to get my competitors to subscribe in order to make them fairer *competitors*, because I know ELECTRICAL MERCHANDISING can help all of us to be better merchandisers of the electrical idea and better managers of our businesses, just as it helps 12,000 other electrical men today to sell more goods and to make more money.

Contents for January

Frontispiece—"The Woods Are Full of Business"	2	Buffalo, February 14 to 19	20
Yes, Selling Will Sell Now—Here's the Proof	4	"At the Sign of the Green Candle" ..	24
Selling Lighting Fixtures to Women ..	8	"Selling Will Sell" Farm Electric Plants Right Now	25
A Lamp Shop for Portables Only	10	By L. V. Holt	
Selling Will Sell, If You Adapt Your Methods to Fit Your Customers ...	11	Lighting Sales Methods	26
By Frank B. Rae, Jr.		Record of Electrical Fixture Patents ..	30
What the Electrical Dealer Can Learn from the Department Store ..	13	Making Profits During Reconstruction Times	31
By George H. Guest		Editorials	32
Educating the Public Electrically Through the Public Schools	15	Ideas for the Man Who Sells	34
By Lidda Kay		The Appliance Saleswoman	36
Editorial—Electricity Is Safe, but—	18	The Jobber's Salesman	38
		Sales Helps for the Dealer	41
		Gossip of the Trade	43
		New Merchandise to Sell	44

"The Woods Are Full of Business"

for the Electrical Men *Who Go After It!*



And Here Are *the People Who Buy* Electrical Merchandise and Wiring Jobs

There are still 120,000,000 of them in the United States and Canada!

They have more money deposited in the banks today than ever in the nation's history.

They are just beginning to learn to use electricity and electrical devices.

Your town is no exception to this general rule.

Check off each line in which you can find prospects right in your own community, write down the names of the local firms in those lines, and opposite each name jot down the electrical products you can sell that prospect.

Take "Bankers," for example. You can sell the bank (1) better general illumination, (2) more convenient cage-lighting, (3) burglar alarms, (4) watchman's signals, (5) "bank hold-up" alarms, (6) vault signals, (7) electric adding machines, (8) electric computing machines, (9) motor-driven coin-counting and

wrapping machines, (10) inter-office dictagraphs, (11) telautographs between tellers' cages and bookkeepers, (12) coupon-counting and sorting machines, (13) intercommunicating telephones, (14) buzzers, etc.

And one enterprising contractor-dealer we know has just sold his local bank an electric percolator (15) and a grill (16) for its employees' lunchroom.

How many banks in your town?

How many butchers, bakers, cabinet makers, undertakers, and so on down the whole list?

Art dealers	Coal dealers	Insurance offices	Produce dealers
Amusement houses	Colleges	Jewelers	Publishers
Animal and bird dealers	Confectioners	Laundries	Public institutions
Apartment houses	Contractors	Lawyers	Pumping plants
Architects	Coppersmiths	Leather stores	Railroads
Automobile dealers	Costumers	Lumber mills	Real-estate dealers
Awning makers	Department stores	Lunchrooms	Refrigerating plants
Bakers	Dentists	Machine shops	Residences
Bankers	Drafting rooms	Metal working establishments	Restaurants
Barbers	Dressmakers	Millwrights	Schools
Battery-charging stations	Druggists	Monument makers	Shipping departments
Blacksmiths	Dyers and cleaners	"Movie" houses	Shoe dealers
Blue-print shops	Engineers' offices	Musical-instrument dealers	Shoe-repair shops
Boiler-makers	Engraving plants	Newspapers	Show houses
Bookbinders	Factories	Offices	Sign makers
Book-dealers	Farm-implement dealers	Opticians	Silversmiths
Bottling works	Florists	Packing houses	Stationers
Boxmakers	Foundries	Paint dealers	Storage houses
Brokers	Fruiterers	Pawnbrokers	Surgeons
Builders	Fur dealers	Phonograph dealers	Tailors
Butchers	Furniture stores	Photographers	Tanneries
Cabinet makers	Grocers	Physicians	Telegraph offices
Canning plants	Hairdressers	Plating establishments	Telephone plants
Carpenter shops	Hardware stores	Plumbers	Theaters
Chemical plants	Hotels	Power plants	Ticket offices
Cigar factories	Housekeepers	Printers	Undertakers
Clothing stores	Homes		Upholsterers
Clubs	Ice plants		Welders

Yes, Selling Will Sell Now

—Here's the Proof

Creative and Energetic Salesmanship Gets the Business Today, Just as It Always Did—If You Want Proof, Read These Statements by Electrical Merchandisers Who Are Too Busy Making Sales to Find Time for Long Faces and Prattling About Depression

BEGIN the New Year with just one conviction, that selling will sell *now*. Let that conviction get a double hammerlock on the very vitals of your heart and brain. Begin the New Year with just one resolution as far as your business is concerned, that you will get out *now* and sell the goods. And let that resolution grip the last atom of will power that you possess. Make up your mind that business moves too swiftly to justify any otherwise sound-minded electrical man thrusting his head into a fog bank and croaking, in chorus with a lot of faint-hearts, "Business has gone to the bow-wows, so what will Johnny do now?" To all these gloom-muckers, these assassins of business confidence, these despoilers of faith in better days at hand, set your face like flint and your courage like steel bayonets and say, "They shall not pass." Stiffen your backbone, square your jaw, roll up your sleeves and act at once on the conviction and the faith that: The best, the finest, the most worth-while thing I can do now for America, for my state, for my city, for my home, for myself and for my industry is to set my face smilingly toward the future and to get out and work for more and better business today. Some electrical men, a few of whose recent sales records have been collected by the entire editorial staff of ELECTRICAL MERCHANDISING from all over the country and are told below, have caught this master spirit of the hour. Have you? Get up on your feet and forge ahead now!—EDITORS.

Worcester, Mass., "Rings Up" 100 per Cent Increase

An increase of 100 per cent in December sales over those of the same month in 1919 and a total of \$16,000 "rung up" is the record of the appliance department of the Worcester (Mass.) Electric Light Company for the 1920 holiday season. Does selling sell? Ask O. R. Underhill, manager of this department. He says, among other things: "It is not sane to try to compare this year's business with that of last year. We know full well that last year we were enjoying a very abnormal season—a period of veritable intoxication, when people bought like drunken soldiers. All had plenty of money and nothing could stop buying. A few articles are not in the demand that we would have preferred, but on the whole there is no fault to be found. We can honestly feel that we have been making progress.

"Our sales force is made up of both men and women, cheerful, efficient and willing. Through a 'More Business' Commission Plan which was established a year ago last October we have harmoniously united the sales force, with the result that the total amount sold is watched, rather than the clock. Our motto is 'never

fall behind.' We are all working together to make the sales of each week exceed the sales of the corresponding week of the previous year. The commission is paid at the end of each month. It consists of 4 per cent of that amount of gross sales which exceed the gross sales for the corresponding month of the previous year. All share alike, with the result that the salesmen are not sensitive in case one closes a sale that another has started and has worked hardest to put over."

New Florida Store—\$40,000 Business in Four Months

"I firmly believe that 'business comes to the man who goes after it.' I have found it true in our own case," writes C. E. Pullen, Pullen-

Sell Now—While Your Competitor Sleeps

Some lines of business will not be so active as they were—there will not be so much sales effort directed at the prospect, and if you will take advantage of this condition you can even increase **YOUR** sales because of this inactivity of others!

Zoll Electric Company, Miami, Fla. "I refuse to listen to any weak-kneed pessimists who sob out the stories of 'business depression,' 'consumer boycott,' 'sales resistance,' etc. We commenced business September the first of this year and have done to date approximately \$40,000 worth of appliances and fixture business. Two weeks ago we conducted a one-week campaign on vacuum cleaners and, with only a limited sales force, were very successful. To use the much worn expression, 'the electrical merchandising field has not been scratched.' In my estimation, the obvious thing to do is to get out and scratch it. I have no sympathy for the man who takes the position of the chicken, and the slogan, on a certain brand of cleanser: 'Hasn't scratched yet.'"

"Slump in Business" More in Imagination than Real—Norfolk, Va.

John J. Collins, president of the Weeks-Collins Electric Company, Inc., Norfolk, Va., writes as follows: "Sharing the feeling with you, that 'the slump in business' was much more imagination than real, the writer after his return from the annual convention of the National Association of Electrical Contractors and Dealers, in Baltimore, explained before a few of the larger electrical dealers in the city some of the things he had seen and heard at the convention and especially the method of co-operation. The result is, we have organized and have now in smooth working order the liveliest Electrical Club in the section, with a membership embracing every one interested in the electrical industry, central station, manufacturer, jobber and all dealers, working in harmony for the upbuilding of the trade.

"Speaking for the firm, we believe it has been a great help in making November and December the two

largest sales months of the year, for on Dec. 24 our sales were larger than any one day in the history of our business (our annual sales are \$150,000 to \$200,000), and you can readily see what a great pride we feel in boosting our business when every one else was crying 'hard times.' We know that the electrical business in this city was greater in November and December, 1920, than in 1919, because we have pulled together as one man, concentrated on the best methods of publicity, used fair means in competition, protected the little fellow as well as the big."

Denver Central Station Sales \$70,000

During the month of October the Denver Gas & Electric Company sold 1,058 vacuum cleaners, with the sales totaling more than seventy thousand dollars.

"Sixty Thousand Sweepers in Six Weeks"

Confronted by the expectation of a slump in sales, the Hoover Suction Sweeper Company, North Canton, Ohio, tightened up its belt several holes about the first of November, called in its ten division managers and decided to sell 60,000 "Hoovers" during the six weeks from Nov. 15 to Dec. 31. Divisions have competed among themselves, districts with districts, and men with men. It has been a hot race from start to finish.

"Sixty thousand in six weeks" has been the slogan. At last report the indications were good that the total sales would not only reach 60,000, but actually exceed the bogey set!

Michigan Dealer Can't Find the "Saturation Point"

The experience of a smaller city dealer who believes that selling will sell is told in another letter:

"Another example which we might cite you is that of the City Gas & Electric Appliance Company in Bay City, Mich., which decided recently that the public was not all through buying washing machines. Upon the recommendation and by the assistance of our salesman calling on the dealer two window displays were put in, one devoted to electric appliances, the other to washing machines, the latter display including a young lady demonstrating the machine. This effort resulted in an average inquiry of thirty-five prospective washing machine purchasers per day, from which the manager reports a percentage of sales higher than that obtained from inquiries received during ordinary prosperous times."

New Jersey Jobber and Dealers Find that the Public Will Buy

"Our dealers and we have just closed a holiday season which far surpassed any previous one, and the only reason why such is the case is that I personally had the firm belief

that the public would buy if proper effort was made. I put action behind that faith through local advertising, with the results already mentioned. While several thousand dollars were spent in advertising, the returns fully warranted the effort. Keep the slogan 'Selling Will Sell' alive, particularly for the next few months, and I am sure that the electrical manufacturer, jobber or dealer who will make that slogan his motto cannot fail to profit substantially," says O. F. Rost, Newark Electrical Supply Company, Newark, N. J.

Detroit Dealer Sells Sewing Ma- chines Under Shadow of Closed Factories

A large city dealer, believing that selling will sell, is experiencing a marked success in the center of the supposedly dead automobile industry, according to G. W. Smiley, sales manager Commercial Electric Supply Company, Detroit, who writes:

"The Morrison Electric Company, which has a very fine store out on East Jefferson Avenue, this city, handles a sewing machine which it purchases from us. Our salesman, who calls on the firm regularly, mentioned sewing machines about one month ago, and was told that two were out on their floor, and had been there three or four months, and were collecting dust. Upon the suggestion of our salesman, one of these machines was polished up and placed in

Here's What's Behind the Buying Power of the American People!

The United States is the richest country in the world.

The bank deposits in the United States exceed by billions the combined bank deposits of the whole world outside of this country.

We have more actual cash than any other nation.

Our national wealth at the time of the Civil War was about \$7,000,000,000; at present it is \$225,000,000,000.

In a single year we produce by manufacture and agriculture more than the entire national wealth of France.

England's wealth is only \$80,000,000,000, as against our \$225,000,000,000.

Of all the wheat of the world we produce 22 per cent.

Of all the oats of the world, 35 per cent.

Of all the cotton, 60 per cent.

Of all the corn, 80 per cent.

Of all the horses, 25 per cent.

Of all the cattle, 27 per cent.

Of all the hogs, 40 per cent.

Of all the world's dairy products, 25 per cent.

One-half of the world's pig iron is taken from the earth in the U. S. A.

Fifty per cent of the world's copper.

And 60 per cent of the world's petroleum.

Besides this we produce 25 per cent of the total production of woollens of the earth.

Twenty-five per cent of the linens.

Twenty-five per cent of the cotton cloth.

Forty-five per cent of the paper.

Twenty-five per cent of the glass.

Thirty-six per cent of the shoes.

And 50 per cent of the steel products.

And we do this, having but 5 per cent, or one-twentieth, of the world's population.

the window with an endless tape furnished by the manufacturer, and within twenty-four hours the dealer had sold two machines, and since that time six or eight more have followed in the same route. We call attention to the merits of this example for your purposes, due to the fact that this electric store is situated in the heart of the automobile manufacturing section of the East Side of Detroit; as one might say, in the heart of the closed factory district, and in the center of the non-buying public, featured so widely recently by the press."

Boston Woman Knows How to Sell

"My husband says prices are going down and so I don't think I'll buy this washing machine yet a while," said Mrs. Blank of Brookline, a visitor to the electric shop of the Jordan-Marsh Company, Boston, the other day.

"But you must remember," quickly replied the saleswoman, "that washing machines are expensive to build, requiring the best material, and that the price of washers has not advanced nearly as much as the prices of many other commodities. There is no reason to expect any price reductions right away in these electrical conveniences. The money you will save on laundry will pay the cost of an electric washer in a few months at the outside." This clinched the sale.

"Can't Be Done"—But He Does It in Cincinnati

The Post-Glover Electric Company, Cincinnati, has sold the newspapers of that city the electrical page idea at a time when print paper shortage and excessive holiday advertising made it appear that they would be the least receptive to the idea. Another case of selling will sell!

A general discussion of the subject was agitated among the electrical interests of the city, and the matter was taking the usual leisurely course when L. E. Trotter, assistant sales manager of the Post-Glover Electric Company, gathered together a half dozen of the leading electrical merchants and proposed that they collaborate in advertising electrical Christmas gifts. His primary argument was not in the direction of group advertising, but on the contrary he insisted that each dealer should maintain absolute individuality. His whole proposition was that they should center their adver-

tising upon similar items and that the various advertisements should be run upon the same page in the newspapers, together with that of his own company.

It was not difficult to sell the dealers the advertising idea—the real problem was to make the newspapers realize the opportunity which this group of advertisements offered. This purpose was accomplished by permitting the information to "leak," so that a second meeting of the dealers was attended by the advertising manager of one paper and various dealers were approached individually by the other papers. The natural result of this competition was the establishing in the Cincinnati *Post* of an electrical double page, in the city where the can't-be-done bugaboo has hung over the electrical page idea for a half dozen years.

57 Sales per Man per Month

During the month of October five resale vacuum cleaner men in one organization alone averaged fifty-seven sales for each salesman. How's that for house-to-house selling!

Sells Faster than He Can Stock Up in Five Illinois Stores

"In the first half of December, 1920, we equaled the \$25,000 business done during the entire month of December, 1919," said J. J. Caestecker, vice-president and general manager of the Home Appliances, Inc., operating five electrical retail stores in and around Chicago. "When the so-called business slump blew in the salesmen who were fooled into thinking it was the real thing were promptly eliminated and the real men who were left were given a share in the profits of their stores. These fellows have been full of enthusiasm and the results have been so successful that the biggest problem is to maintain adequate stock for all stores. Only about 2 per cent of the gross sales is being spent for advertising."

Get "Direct Action" Into Your Selling

If more direct action is employed on your prospect list—more intensive work done, you will get returns from your regular territory. Work on the prospects you already have.—*The Duro Pressure Gage.*

Ohio "Minute Man" Gets Seventeen Sales from Eighteen Prospects

During the Marion County Fair, held in Marion, Ohio, Sept. 21 to 24, Karl Gibler, "Minute Man" resale man at Warner & Edwards Company, secured the names of eighteen prospective purchasers and since that date sold seventeen of them. Mr. Gibler states that he is putting forth every effort to secure an order from this other prospect.

Upper New York State Store Is "Cleaned Out of Appliances"

"Every dealer in Elmira, N. Y., has increased his volume of Christmas business at least 10 per cent this year over the same period last year, which would indicate that there is no depreciation or depression in the electrical business. As far as our own store here is concerned we are practically cleaned out of all small appliances," writes F. M. Houston of the Elmira Water, Light & Railroad Company.

75 per Cent Increase in Northern Illinois

Christmas sales of appliances were good in all sections, reports the Public Service Company of Northern Illinois. The heaviest volume of business was done in the larger towns. The leaders in the movement were the labor-saving devices—washers, vacuum cleaners and irons. Portable lamps were, as usual at this season of the year, in larger demand, and the family of electric cooking utensils found favor. The figures for the year will indicate an increase in electric appliance sales of 75 per cent as compared with 1919. There was an increase of 25 per cent in the sales of the labor-saving group.

New York Distributer Crowds on More Steam—and Travels!

"Regarding this so-called 'business depression,' I fail to see where it is unless people have reference to the fact that today it is a question of 'selling' when up to a few months ago business was nothing but a question of filling orders. Our own business for the last three months shows an increase of more than 20 per cent for the same period of last year and this in spite of the 'business depression.' If the profiteers and newspapers would stop shouting 'hard times' and leave business alone all this infernal talk of 'business depression' would soon cease. Con-

cerning our own business, I can only say that when the first talk of 'business depression' started we doubled our efforts, started to advertise, circularized the trade, increased our sales force, and in general crowded on more steam, and as a result I can only say that I shall be more than happy if our business for the next year will show the same profit as it has during the last few months," writes A. E. Roever, president Ohio Electric Company, Inc., New York.

December Business Exceeds Expectations in Minneapolis

"Our business had a slight decrease in the month of November. December's business is ahead of expectations. We have found one thing to do in times when the other man is declaring pessimistic ideas: We shine up our sales force brighter so that the light reflected from them will shine into the very conscience of the dark pessimistic thinker and illuminate it. The duller the times the more bright we polish, and by thus doing we are keeping business either on an even keel or better." This is the good word from the Progressive Electric Company, Minneapolis.

Wiring 350 Homes a Month in Western Pennsylvania

A contractor in the western part of Pennsylvania had been wiring 350 homes a month. The middle of November he opened a branch office in the eastern part of the same state, and from Nov. 18 (time of opening the eastern store) to Dec. 16 the branch office wired 125 homes. The president of this company believes that the business is there, but you have to go get it.

Ohio Central Station Sets a New Record

By advertising and circulating prospects with special letters and printed matter, the Alliance (Ohio) Gas & Power Company was able to make its November business about 100 per cent more in 1920 than it was in 1919. Take the one item of washing machines, which has been considered one of the most difficult devices to sell during the alleged business slump. This company sold twenty-one washing machines in November, 1919, against fifty-three in the same month in 1920, and the entire population of Alliance is less than 18,000.

Business Is Normal Now in Massachusetts

"Our business for the past two months has been just about normal for this period of the year. We have an energetic force of four outside salesmen who are persistently working up new prospects and following old ones for new leads. Their results have surely justified the extra effort which has been made. As an inducement to our salesmen we offered a bonus for the man who would sell the greatest amount of merchandise between Nov. 15 and Dec. 25, and this has been a real stimulus to added effort. We firmly believe in the future of the electric appliance game and are looking forward to the new year with great interest and enthusiasm," says L. H. Treadwell, president Treadwell Electric Company, Worcester, Mass.

Small Indiana Dealer Doubles His Sales

"I see the need for washing machines, and by working harder I was able to sell eleven machines in November, 1920, as against only five in November, 1919," said C. H. Harvil of Chesterton, Ind., a small town with a population of about 1,400. "It is just a question of hustling, getting around to see people and explaining why the purchase of a washer is an investment, not an expense."

Specialty Shop Cashes in on Better Methods in Cleveland

When business began to slow up George E. Rogers, who operates a specialty shop in the Colonial Arcade off Euclid Avenue, Cleveland, reorganized his sales force, added to his

"Any Man Who Sells the United States 'Short' Is Certain to Lose"

It remains true today, as it has since this country was first settled, that "any man who sells the United States of America 'short' is in the long run certain to lose," and, furthermore, any man who seeks to profit by the misfortunes of others in the circulation of misstatements or false rumors, hoping to precipitate further reactions should be branded as a public enemy.

This is a time for clear thinking and courageous acting, and in the proportion that such factors are brought to bear will rewards follow when this spell of reaction has run its course.—

CHARLES H. SABIN,

President Guaranty Trust Company, New York.

organization and systematized his business methods so that he has what he terms a standard practice which every one under his direction has to follow. He increased his advertising and covered the entire city of Cleveland by direct work of salesmen, telephoning and through his advertisements. The net result has been that instead of a falling off of business Mr. Rogers reports a sale in November, 1920, of 110 of the machines he handles, as against only 57 in November, 1919.

No Depression Among Pacific Coast Electrical Men

"What do you mean—depression in the electrical business?" questioned Robert Sibley, Pacific Coast editor of ELECTRICAL MERCHANDISING and editor of the *Journal of Electricity* at San Francisco. Mr. Sibley was in New York to attend the meeting of the executive committee of the National Electric Light Association as the representative of its Pacific Coast Station of the N. E. L. A.

"If there's any depression in the electrical business it must be the private property of some of your Eastern men. We certainly haven't seen any depression in the electrical business on the Pacific Coast. In fact out there we are now planning about \$500,000,000 worth of new electrical developments, to materialize during the next ten years. This will mean sustained prosperity for all electrical groups—manufacturers, jobbers, dealers, contractors and power companies. Depression—huh!"

Buffalo Dealer's 1920 Christmas Business 20 per Cent Ahead of Last Year's

"Our Christmas and holiday sales for this year have run about 20 per cent ahead of our sales for the same period last year," declared H. I. Sackett, president of the H. I. Sackett Electric Company, Buffalo, N. Y., to a representative of ELECTRICAL MERCHANDISING.

"We accomplished this by going out and selling—by telling our public what we had to sell. We issued several attractive Christmas booklets listing electrical Christmas gifts and we sent these out broadcast. The plan worked, and our store has been full of people ever since. In fact it was even almost as crowded the days after Christmas as it was during the Christmas shopping rush. We have proved to ourselves that *selling will sell!*"

This Woman Dealer Sets a Fast Pace



Who would ever imagine a young woman dreaming of building up and managing an electrical fixture and appliance business, and picking out a slogan, "Everything we sell, we service"? Yet it has been done. A young woman out in Indiana, Miss Paula Hoffman, had such a dream and she has made it come true. Her store, "The Electric Shop," has shown the electrical dealers of Fort Wayne just what a woman can do in the way of store decoration and up-to-date business methods when she sets out to sell fixtures and appliances to other women. This is a night view of the entrance to Miss Hoffman's store.



Women are fond of light-colored and daintily furnished rooms. Therefore, Miss Hoffman decorated her main sales room in white enamel and equipped it with attractive furniture and furnishings. The cork linoleum is an unusual floor covering to find in an electrical shop, and yet it helps to produce an ease and silence in walking, such as women desire from deep, soft rugs. On the left is Miss Hoffman's office, which consists of a writing desk, table and a chair or two surrounded by an attractive railing.

in Selling Lighting Fixtures to Women



At the rear of the main sales room are the fixture display rooms, or booths. Each is fitted with special decorations of fixtures to harmonize with the design of the main sales rooms. This picture shows the vista that catches a woman customer's eye as she looks down the aisle between the display rooms—and, on good authority, 70 per cent of fixture buyers in the dealer's store are women.



A part of two of the display booths is shown here. One has a rocking chair in front of a fireplace containing an electric grate log, giving the room a decidedly cozy effect. Would this appeal to a tired woman prospect? And can Miss Hoffman sell this prospect an electric log while she rests? Ask Miss Hoffman. Each booth also holds, ready for demonstration, one of the large or small appliances, as well as floor lamps and portables.

There-
enameli
the cork
shop,
such as
ffman's
or two

A Lamp Shop for "Portables Only"

"SOMEbody out in the far West had the nerve to start a store to handle portables alone," was the report that came to us. We thought that fellow, whoever he was, had nerve, too, so we decided to let other dealers see what kind of a store it was—and here it is.

Briefly, this is the story of the Lamp Shop of Los Angeles, Cal.: The shop occupies a two-story building, and, to begin with, is unique in having no show windows. The plate glass front is on the same level as the floor and gives a full view of the interior. The interior is finished entirely in two tones of gray, with all the fixtures and fittings to match. Note the lamp motif in the stenciled border design. One of the photographs shows the staircase landing leading to the second floor. Another shows a corner, with a fireplace arranged as an attractive setting for various lamps and fixtures.

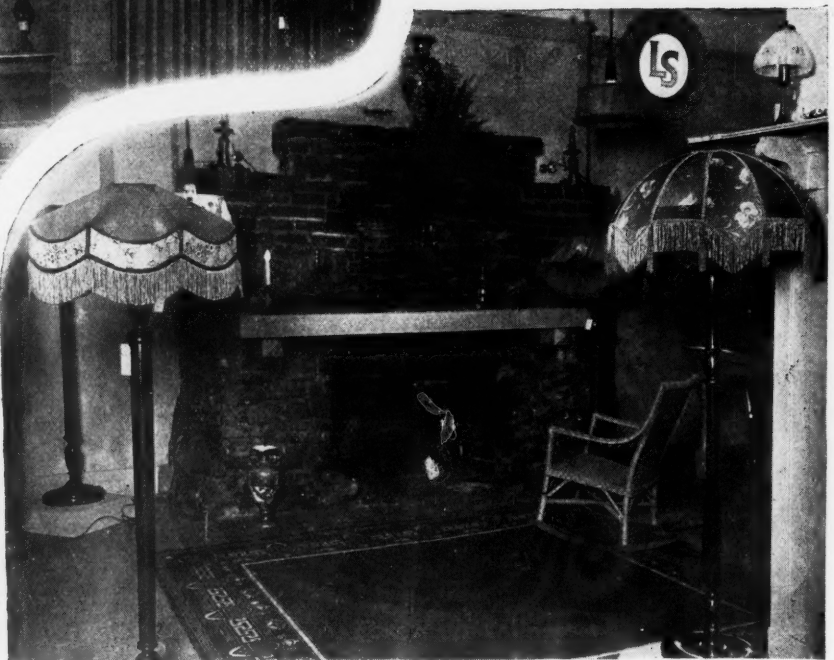
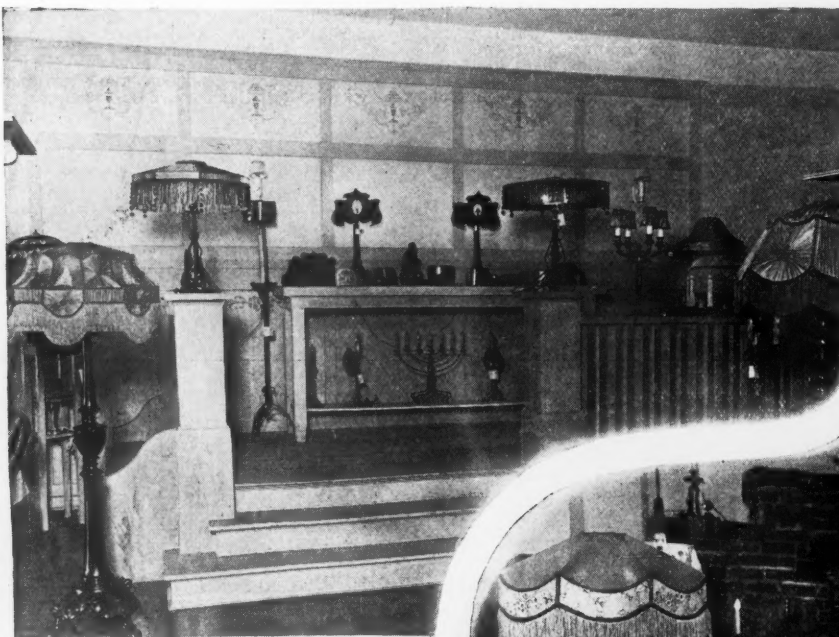
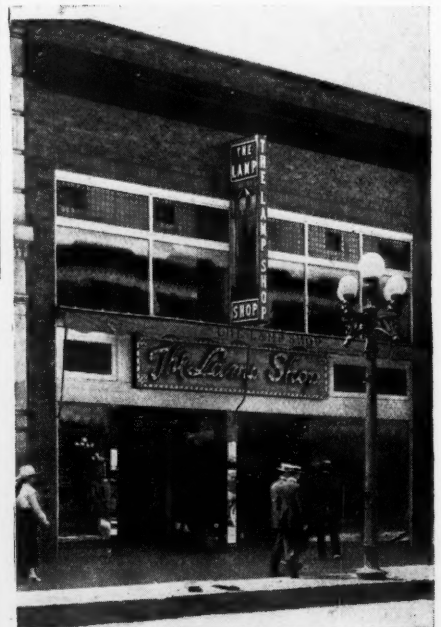
The total stock carried runs close

to \$25,000. There are in stock more than 2,000 varieties of lamps, including piano lamps, reading, floor, boudoir, table and candlestick lamps, representing the best products of thirty-five manufacturers. Lamps are in metal, wood and plaster combinations, with silk, metal, art glass, parchment and other varieties of shades. The stock of silk shades is probably the largest ever placed in

one store, its value being close to \$12,000. In entering the business, the company found that few electrical dealers carried silk shades and lamp standards, as this business had been left largely to department stores.

"Buy lamps in a lamp store," is the slogan of this store's advertising. The first week's sales totaled more than \$2,000—and they are still going strong. The company believes that its experience has proved that there is a legitimate field for exclusive lamp stores in every city.

There Is a
Legitimate Field
for
Exclusive Lamp Stores
in Every City,
Declares This Dealer



Selling Will Sell, If You Adapt Your Methods to Fit Your Customers

In Laying Out a Store, Choosing Merchandise, Employing Clerks and Getting Up Advertising the Test to Apply Is the Test of Fitness to the Trade Desired

By FRANK B. RAE, Jr.

Formerly Editor of "Electrical Merchandise," forerunner of "Electrical Merchandising"

DURING a long and at times tempestuous service as committeeman of the Commercial Section of the National Electric Light Association it was my sad privilege to observe the central station men endeavoring to ascertain the *one best* method of merchandising. The dominant idea seemed to be that in merchandising there is a simple perfection—a combination of merchandise, environment, salesmanship, policy, method of display, form of advertising, even a particular manner of parting the salesman's hair or a mincing palaver of mush-mouthed selling talk—that can be standardized and universally adopted.

That this idea is not only impracticable but that it smells to heaven of sophistry is fact not generally recognized. That it wholly neglects to take into account the personalities of individual merchants and the peculiarities and prejudices of various classes of the public has seemingly been overlooked. Egotism appears to prevent its sponsors from appreciating that there is any type, class or individual other than the smug propounders of this ideal merchandising method.

But, fortunately or otherwise, the public is not made up of one class. Fortunately or otherwise, Little Italy, Chinatown, the Bohunk community, the Yiddishers of the Bronx and the Black Belt out State Street maintain their individuality and peculiar points of view. They cannot all be brought up to Fifth Avenue standards and served by sweet-smelling clerks in pinch-backed clothes.

The ideal method of selling goods is to get the customer's money and good-will by a single painless operation, and whatever contributes to that end in increasing measure is good merchandising, and what doesn't isn't.

An inability to appreciate the



Frank B. Rae, Jr., was the founder, literary genius and famous editor of *Selling Electricity* and *Electrical Merchandise*—forerunners of *ELECTRICAL MERCHANDISING*. Mr. Rae is now engaged in the advertising business at Cleveland. This "study in silhouette" was taken on his private island in Lake Timagami, north Canada. Note that, with the modesty characteristic of the true literary man, Frank has gone the ostrich one better and incidentally kept the sand out of his ears by hiding his head in a pine tree.

customer's viewpoint — when that customer differs in any degree from ourselves—is the besetting sin of American business men. We send catalogs to China printed on white paper, which is mourning color to the Chink, and wonder why it fails to arouse his enthusiasm. We send deviled meats to South America, the can bearing a label which tells the Latin that its contents are the tinned flesh of his Satanic majesty.

And at home we do the same, or similar, fool things. We run our

business to fit our own preferences, not the preferences and prejudices of our public. We try to sell what people in ideal circumstances ought to buy and not what the particular individual who comes in with a seven-dollar bill can afford. In effect we say, "This store serves white customers who wear rubber heels and earn between \$5,000 and \$10,000 a year, people who know all about voltages, current, Ohm's law, grounded neutrals, the wiring of three-way switches, the lumens per watt of Mazda C lamps and the meaning of BX. Aliens, whether friendly or enemy, negroes, Chinamen, bolsheviks, people who ride bicycles, members of the House of David and old women will not be served."

And so it happens that about three people in every four who pass our shop needing something electrical are effectually stopped and debarred from entering and buying because they feel that it is a sort of private club in which they do not hold membership.

HAVE WHAT THE PEOPLE EXPECT AND WANT

There is, I have said, no "one best" method of merchandising. The method should be what the people who frequent the neighborhood expect and want. Tiffany warns away all but the most select and snobbish patronage by assuming an austerity which affronts common folks. Your Hester Street Hebrew repels all but the simple-minded yokel whom he buttonholes on the street and drags into his dingy shop by physical force. Between these two extremes are many methods of merchandising—all good in proportion as they are successful in getting the money.

In laying out a store, choosing merchandise, employing clerks and publishing advertising the test to apply is the test of fitness to the

trade desired. The argument that a washing machine saves hours of unnecessary backache does not make much of a hit with the woman who sends her clothes to a laundry. Sanitation, economy, longer life to cherished linens and the luxury of an abundance of clean clothes are the arguments in such a case. Cheapness is the deciding factor in certain localities, quality in others. Circus methods will win on Broadway, sedateness and dignity lure the Fifth Avenue trade. In the South a certain leisureliness is effective, out West they expect a lot of pep. Strong-arm canvassers will get the orders among the working people who live across the tracks, while engraved invitations turn the same trick among the denizens of the Hill. You can't run a store for your personal gratification and expect it to be a magnet to any except members of your own lodge and people who think just as you do. The public isn't composed of a lot of replicas of you; it's composed of everybody.

In one newspaper, for example, we have an advertisement that is deliberately vulgar and common—to interest vulgar and common people. Here is one which is wholesome and human and middle class—to catch the interest of wholesome, human, middle class people. Here is a third, which I suspect was designed to please the well-to-do and successful manufacturer who paid the bill; it will interest and appeal to the well-to-do manufacturer's friends and social equals.

SUIT THE METHODS TO THE OBJECTS SOUGHT

And the photos tell the same true tale—a haughty, exclusive shop run by a man who wants business from haughty people, an average workday sort of store that draws the clerks and workingfolk, a knock-'em-down-and-drag-'em-in type that hypnotizes the vacuous, many of whom have hubby's last Saturday's wages right with them in the lisle thread bank and fairly invite a strong-arm, high-

pressure solicitor to talk it away from them.

I regret that it is impossible to go a step further and show adequate pictures of various types of successful salesmen. There are the wasp-waisted, pretty boys with hair brushed back like a muskrat coming out of the swamp, with cloth-topped shoes and something that looks like a service button, but isn't, in their lapel. These lads like to be trampled upon by snobbish, supercilious women; they have the manners of an imported butler, but they sell the goods. For an "exclusive" electrical shop, a couple of this type are necessary, also a pair of movie vamps will be found ornamental.

SUCCESSFUL SALESMAN ANIMATED BY DESIRE TO BE OF SERVICE

The successful salesmen in average middle class stores have one char-

Don't Be a Typhoid Mary of Pessimism

BY JOHN M. SIDDALL
Editor of the *American Magazine*

A few years ago there was a mysterious outbreak of typhoid fever cases in New York City. For some time the health authorities were unable to trace them to the source of infection. Finally, they ran them down to a woman, employed as a cook, who was carrying around typhoid germs to which she was herself immune but which played havoc with other people. They named her "Typhoid Mary" and they separated her from her job as a cook, so that she could no longer infect others.

Too many of us are "Typhoid Marys" of pessimism. There is nothing really the matter with us. We are not scared of ourselves, but we go around talking as if we were, and all that we accomplish is to scatter germs of fear which infect others and do harm. I have just had a talk with a business man who has traveled in forty-five out of forty-eight states since March 1. He says that the condition of our country is wonderful. He says that if people would shut their mouths talking about possible panics and go on about their business we would "be in for" a period of prosperity the like of which we never saw.

He says that he has made a point of going into smoking cars and listening to men's conversation. And he adds that everywhere he has been he has found these carriers of pessimistic talk. Some of them are traveling men who have had trouble getting the goods with which to fill the orders they have taken, so they wander about the country saying that things are "going to the dem-nition bow-wows." Stop going around like a "Typhoid Mary"—not sick yourself, yet spreading the germs of fear!

acteristic in common, and that is a desire to be of true service to their customers. This desire honestly to serve those who pay down their hard coin for one's merchandise insures that the clerk will know his goods, will be patient and polite under trying circumstances, and will earn for the store as much good-will as he makes money. Also, this type will soon be branching out and starting a store of his own. No clerk is worth a whoop who has not "the makings" of a successful merchant.

WHERE HIGH-TENSION SALESMAN- SHIP BELONGS

In the Hester Street type of store the successful salesman is a go-getter. He has to be. His whole interest is in the down payment and the name on the dotted line. He knows nothing about the goods, although he believes they are the best goods in the world. He knows nothing about the customers' requirements except that any one who doesn't own one of his particular brand of vacuum cleaner or electric washing machine needs them. He is a high-pressure, strong-arm, specialty salesman with the tenacity and much of the pugnaciousness of a thoroughbred bulldog. If one such came into my office I would probably kick him down stairs, but on the way down he would get a signed order for something from the scrubwoman on the second landing and another from the cop on the corner before coming back to have me arrested. Believe you me, I have a healthy respect for this breed of baby, and I cordially recommend them to any one whose business is so located that high-tension salesmanship can be used.

In fact, I cordially recommend all these several classes of salesmen and all these several types of store and all these various styles and forms of advertising, provided that the class, type, style and form is in keeping with the public that passes your door. The final test of merchandising is profit, and the final tester is the buyer who wants to come in and pay you a profit if you will provide the kind of electric shop he'll feel at home in.

Salesmen's Vacations Are Over

Salesmen's vacations are over. Workmen's silk shirts must be exchanged for cotton jumpers. Manufacturers and dealers must again take up competitive sales strategy.

Coats Off! And Let's Get to Work!

Salesmen must take off their coats and go after business, today, if they are going to justify their existence.

What the Electrical Dealer Can Learn from the Department Store*

When It Comes to Buying, Department Management, Personal Salesmanship, Display of Goods in the Store and Co-operation in Maintaining Standard Prices the Contractor-Dealer May Well Study the Methods of a Modern Department Store

By GEORGE H. GUEST

Sales Manager House Furnishing Department, Jordan Marsh Company, Boston

QUANTITY should be the first consideration when we buy merchandise, and especially electric appliances. Buy the well-known standard makes, establish a reputation for selling only reliable merchandise, first, because your customers will be satisfied, which means they will come again, and second, because you can always make more money selling quality merchandise, and there is no better method of advertising than through satisfied customers.

Possibly the thought comes to your mind right here: Where should a merchant draw the line in buying electrical appliances? And it is a very important question, too. You have to go back only a comparatively short time when the line of electric appliances could be carried in a very small space and it required very little capital, but today how different!

There is the washing machine, the vacuum cleaner, the dishwasher, ironing machine, ranges, etc., that require considerable capital, to say nothing of the innumerable staple articles of every-day use, such as flat-irons, toasters, grills, percolators, etc., and almost every day you are confronted with a new article in the appliance line. Many of these have some very practical features, I admit, but still you cannot carry all the different lines made. For example, all washing machines will wash clothes, every manufacturer will admit this, but that is no reason why you should carry every washer brought to your attention, and this applies to other articles equally as well.

I believe the man who makes up his mind, after a careful investiga-



*"The department store buyer is responsible for the success of his department," explains Mr. Guest (at the left). "Every item of expense is charged to it—help, rent, taxes, insurance, paper, twine. The company furnishes the capital and pays all bills, and a buyer that cannot make money under these conditions must not expect to retain his position. He is not a merchant."

tion, to stick to a few good numbers and concentrate all his efforts in the way of display both in his store and in his windows, also to good advertising, on those lines he has decided upon, will win out over the man who tries to keep a little of everything and has his store so overcrowded his goods never look attractive to a customer, which is a decided handicap to his business. Buying too many lines means a larger stock and a smaller turnover, and we, as merchants, should not forget that our money is made in turnovers and not in left-overs.

* * *

HOW DEPARTMENTS ARE MANAGED

The department store today is the great medium of trade. Its outlet for merchandise is enormous. It

deals with the masses, and many of its methods could well be adopted by other stores.

The department store is run wholly on a percentage basis. Every buyer is held responsible for the success of his department, and he is supposed to conduct the business exactly the same as if it were his own store. Every item of expense is charged to his department—help, rent for every part of space occupied, taxes, and insurance, paper and twine, etc. The company furnishes the capital and pays all bills in ten days, even if only 1 per cent can be saved, and a buyer that cannot make money under these conditions must not expect to retain his position. He is not a merchant.

Every week he is told the exact amount of merchandise in his de-

*From a paper by Mr. Guest, read before the commercial section of the National Electric Light Association, New England Division, at Kineo, Maine, Sept. 16, 1920.

partment. Twice a month he is furnished with the rate of profits he is making on his merchandise. No wonder the department stores are a success. They conduct their business in the most improved, up-to-date manner. The overhead expenses are very heavy, owing to the increased demand for efficient service, and the net profit is small. Their great volume and the turnover in stock is the key to their success. Many dealers today do not actually know what their overhead expenses really are, and the tendency in many stores is to allow too much dead stock to accumulate.

* * *

PERSONAL SALESMANSHIP

A customer appreciates a salesman who is enthusiastic and convincing in explanation of merchandise, and a salesman that waits on a customer with one hand in his pocket and a piece of gum in his mouth is not giving efficient service. I strongly recommend that when a salesman, either in a department store or in a contractor-dealer's store, is trying to sell a woman a washing machine, for example, he avoid using technical terms as much as possible, talk to her in a way she can easily understand; tell her how it will wash clothes, time required; how it will help to solve the servant problem; and give more attention to the small details and most practical features, rather than kilowatts, etc. Keep your stock thoroughly clean; have your goods well displayed; do not overcrowd your counters.

* * *

HOW TO DISPLAY GOODS IN STORE

Some of the service stations and contractors do not display their goods to the best advantage. The first impression a customer gets when he enters your store is most important. Now if you are displaying percolators, do not try to show your entire stock on one counter, but make an attractive display. Arrange a few of the best styles and leave room in the center for a nice tray with a percolator and a very choice coffee set in china. It suggests at once to the customer a sensible gift for a friend. This same idea can be carried out in other lines equally as well.

A new idea is a good thing to have in business. If it is put to practical use it will increase your sales ma-

terially. Last summer I purchased a new article, a folding ironing board for traveling. One side is covered with aluminum and the other with a nice padded cover. It is so compact you can carry it in a suit case. Every woman appreciates an article of this kind. I placed the stock in my wood-ware section and they did not sell at all.

Then the idea came to me that the electrical department was the place for it, and I acted at once on this idea. I made an attractive display on a nice oblong mahogany table at the entrance to the department of the folding ironing board and the three-pound traveling electric iron. They were \$5 each at that time. I sold one hundred sets complete in a very short time, thereby increasing my business in this department \$1,000. Change your displays frequently. Do not have certain stock always on the same counter. It will be noticed by your customer immediately, and the results will surprise you.

* * *

ABOUT CUTTING PRICES

Cutting prices on staple standard merchandise is not wise or necessary. There are certain periods perhaps when business is quiet when you have to put out some leaders at special prices, but there are always enough items for this purpose that you can use without cutting standard goods, and there is nothing really gained if you do.

For example, suppose a dealer or a contractor advertises a standard make iron, on which the price is \$10, for \$8, what is the result? My de-

partment store immediately marks down its entire stock of that iron to \$8, and keeps it there for one week at least, as this is its established policy—not to be undersold. Now it is fair to assume that with the tens of thousands of people that visit our store daily, we will sell many more of these irons than the store that cut the price and advertised them. I believe the dealers and the contractors should work in harmony with the department stores, and I am pleased to say this feeling does exist today to a far greater extent than formerly.

There is one matter that causes more or less trouble. It is this: When a manufacturer changes his prices, which has happened quite frequently the past two years, and a dealer has a stock on hand of a certain iron or toaster, or other articles, he continues to sell these articles at the old price. Now, the man who has sold out his old stock and bought at the new prices is at a disadvantage; but if the new price is recognized this trouble is avoided. I have frequently been called on the phone from some service station or contractor and asked if I would not sell a certain heater or iron at the new price prevailing and have always said "yes," and in some cases within a day or two customers would say they could buy the same article at such and such a place \$1 less. I do not for a moment think this was intentional, but simply a mistake of some salesman, but the effect was equally annoying and unpleasant. If the department stores are inclined to sell appliances at list prices, and maintain them, the central station and contractors should be the last to cut prices.

Electricity in the household is today a necessity. The great call is for labor-saving devices. The women of our country demand them, and will have them. Electric appliances have taken the drudgery out of housework and as far as possible made it comparatively easy. The business is in its infancy. I do not believe any of us have begun to realize the great possibilities there are in the electric appliance business in the next few years. Let us be wide awake, improving our business methods wherever we can. Let us, as merchants, have confidence in one another, and work in harmony as far as possible, and thus shall we be able to share profitably in the great electric appliance business before us.

Eight Everyday Business Errors

1. Neglecting to get receipts when bills are paid in cash.
2. Neglecting to keep receipts where they can be located.
3. Neglecting to check up items in current bills.
4. Inability to keep checkbook balanced.
5. Too easy optimism in starting credit accounts.
6. Careless handling of valuable business papers.
7. Signing documents without knowing their contents.
8. Tendency to establish living expenses which would exceed income and eat into savings.

Educating the Public Electrically

Through the Public Schools

How Electrical Instruction in the Schools Can Supplement the Work in Domestic Science Classes—A Big Opportunity for the Local Electrical Organization or the Individual Dealer—Other Ways to Co-operate with the Schools

By LIDDA KAY

ANY ELECTRICAL dealer who has intelligently gone about the task of planning some practical co-operation between himself and that valuable ally, the public school, sooner or later comes to this fundamental conclusion: No matter how excellent his plan may be—whether it presents a complete course aiming to teach schoolgirls the management of an electrical household or whether it is simply a single lecture on the electric range to the domestic science class—it will not be acceptable to the school unless it conforms to the curriculum and dovetails into it. That means, in effect, that the dealer's rôle must be supplementary to the regular work of the school.

It would seem to be unnecessary to emphasize this elementary fact, were it not for the scores of hopes that are shattered and feelings bruised daily by some school principal's refusal to father a dearly cherished little scheme brought in to "enlighten" his pupils. No ally is more valuable to the dealer than the public school, and yet no citadel is more easily scaled—provided you can offer it something it really needs.

And can we, as an industry, offer the school something it really needs in return for the privilege of telling our story—the electrical story—to those waiting audiences of the future housewives and home owners of the land? Well, it's been done, so there's no doubt on that score.

ELECTRICAL INSTRUCTION MUST SUPPLEMENT REGULAR SCHOOL WORK

Before approaching the school authorities in his community, however, the electrical dealer should familiarize himself with the domestic science curriculum in the elementary and high schools. He might



Do the science classes in your local schools teach all the things these youngsters are learning? If they do, go to the science teacher and see if she won't welcome your offer to supply her classes with "real specimens," too. Note the dry batteries, magnets, telephones, vacuum pumps, etc., in the boys' hands.

find it useful, for example, to learn that at the end of the eighth year, as one school syllabus provides, a girl is expected to "know the processes of housework and to be able to apply these at home; to know certain food facts; to have standards of good food, cooked and uncooked; and to know the processes of housecleaning, laundering, getting meals." He might find it useful, also, to learn that the teachers are urged to "remember that we are working for health and for the child's helpfulness at home, not merely teaching the making or the doing of a thing." Knowledge of what the school is aiming at provides him with weapons and arguments to prove that the school is missing a real opportunity if it doesn't accept the local electrical industry's help and co-operation.

For the schools, you must remember, so far as their domestic science and sewing classes are concerned, are still in the gas, coal and hand-power age. Necessarily so, too, for the type of work taught is governed by the home conditions of the majority of pupils. A school that taught cooking on the electric range, laundering with the electric washer and sweeping with the suction sweeper might vastly boost the electrical industry but would also be vastly unpopular with that pupil's mother, whose home is not even on speaking terms with an electric light. But this is just where the golden opportunity for the local electrical fraternity appears. The schools may not so willingly fall for the idea of scrapping the gas and coal equipment in their domestic science rooms, but, on the other hand, they are fully

alive to the strides that have been made with the advent of electricity in the labor-saving aspects of house-keeping. They are aware that the girl who is taught the tub and wash-board method of laundering will probably have an electric washer in her own home some day, and will have no need for all she learned about the broom when her suction sweeper gets in action. And so they are willing, as a rule, to listen with a friendly ear to some plan that will supply this supplementary instruction—to lectures and demonstrations, in other words, on electrical household labor-saving appliances.

An electrical concern which finds

the various classes, and later notified us that they were all enthusiastic about the plan.

DOMESTIC SCIENCE CLASSES VISIT ELECTRICAL DISPLAY ROOMS

"Accordingly we arranged suitable times, during school hours, for these classes to visit our demonstration rooms, which are equipped with water, gas and a blackboard for the demonstrations. Our plan is to give a series of four talks to each class, as follows: First day, a talk by a central station representative tracing the current from the power house to the customer's meter, followed by a talk on illumination; second, the

the city and a glimpse of the extent of the electric service.

"I believe if more such demonstrations were conducted," says E. D. O'Dea, speaking of this work, "it would destroy a lot of mistaken ideas about electrical appliances. The best way to get information and goods into the home is through the children. They teach their parents, and being already sold on the electrical idea, they adopt it when they later establish homes of their own."

The Citizens Electric & Gas Appliance Company of Johnstown, Pa., is also host occasionally to the domestic science classes of its local schools. "We understand that last year the teacher instructed the class to make notes of the demonstrations, advising them that they would be examined later with reference to them," writes B. F. Cooper, general manager.

GETTING THE CONSENT OF THE SCHOOL AUTHORITIES

A point in procedure that would have to be decided by local conditions is whether to approach the teachers themselves, or the principal, or the central school authorities first. In most cases, probably, the principal has full authority to permit the inclusion of these demonstrations in the school curriculum. On the other hand, it is frequently necessary to see the central school authorities and obtain a ruling that will cover all the schools. The teachers themselves are usually enthusiastic about the plan.

Frank J. Allen of the Westinghouse Electric & Manufacturing Company, who for the last four years has been giving educational lectures in the public schools of the East, usually incorporates in his range demonstrations an explanation of the canning and drying of foods. Then, at the end of the talk, he distributes booklets on canning and dehydrating the fruits and vegetables referred to in the lecture, these pamphlets being obtainable from the States Relations Service, Department of Agriculture, Washington, D. C. In giving these lectures, Mr. Allen makes a point of interviewing the principals of the various schools in the town, inviting the teachers and members of the domestic science classes to attend the lectures.

Whether it be the "little white school on the hill" or one of the labyrinthine "halls of learning" gracing our larger cities, in every school will be found opportunity for



Frank J. Allen of the Westinghouse company, who for four years has been lecturing in the public schools, usually incorporates in his range demonstrations an explanation of the canning and drying of foods. Above is the "set-up" for one of these lectures before the domestic science class of a Buffalo high school.

the high schools more than willing to co-operate in this educational work is the Virginia Willys Light Corporation of Richmond, Va. This company arranged early last term to have the sophomore, junior and senior home economics classes visit its display rooms for a series of four lectures and demonstrations on electrical appliances. It is interesting to note the procedure followed. "We first approached the principal," says Howard R. Northrop of the company, "and he, in turn, referred us to the head of the home economics department. We explained to her very thoroughly just what we planned to do and the course we contemplated. She took it up with the teachers of

washing and ironing machines; third, suction sweeper and sewing machine; and fourth, heating devices and miscellaneous appliances."

Not only the domestic science classes but also the physics classes paid similar visits to the display rooms of the Buffalo General Electric Company. Each class made two visits a year, once each term. The program usually included a cooking demonstration and the serving of what had been made, such as roast beef sandwiches, small cakes and coffee; an inspection tour through the substation to explain the generation of power; and a trip to the observation platform at the top of the Electric Building for a view of

other methods of co-operation—once the dealer has found a point of contact. Dealers who have been successful in their first attempts find it a good plan to keep in touch with school activities, to read the school news, and to take advantage of every opportunity to visit the school and keep on friendly terms with the teachers. Following are some of the opportunities which this close contact has enabled them to take advantage of:

1. Contests. Prize essay contests are usually the most popular and create widespread interest in electrical appliances. In connection with a lecture recently given on electrical cookery for the domestic science classes in Gardner, Mass., three prizes were offered by the electric company for the best essay written by pupils on the subject, "The Advantages of Electrical Appliances and Ranges." In Berlin, N. H., a similar contest was conducted for high school pupils, the subject of the essay being the electric range.

LEND BURNED-OUT APPLIANCES FOR CLASSROOM INSPECTION

2. Lending of appliances for dissection and other purposes. This is frequently done by a Buffalo electric company, which supplies the teachers with burned-out irons and motors for "take-it-apart" inspection in the classroom and other appliances for instruction purposes.

3. Co-operation with the school Mothers' Clubs. Mothers' Clubs, as a rule, will welcome the local electrical company's offer to supply an afternoon's entertainment and instruction to their members. In fact, one Mothers' Club, that of Bayside, L. I., was so eager to have the demonstration that, when it was found impossible to hold it in the school building, the club decided on an outside hall. It distributed posters inviting all the women of the town to attend this "household efficiency demonstration." The set-up for the demonstration included all the larger appliances, washers, ironing machines, and the smaller appliances arranged on a table. A local electrical concern co-operated, and about 200 women attended.

4. School entertainments. Dealers who keep in touch with school activities find that school entertainments frequently offer opportunities for supplying special lighting effects, electric fires, etc., or sometimes only appliances.

5. School year books and other publications. These books make excellent advertising mediums, since all of them go into homes and are usually kept on the family table or book shelf for years.

The question inevitably rises in the dealer's mind, when he ponders the feasibility of inviting the domestic science classes to an electrical housekeeping demonstration or series of talks: "Can I do this myself, or would I have to engage a woman domestic science expert to do the lecturing?"

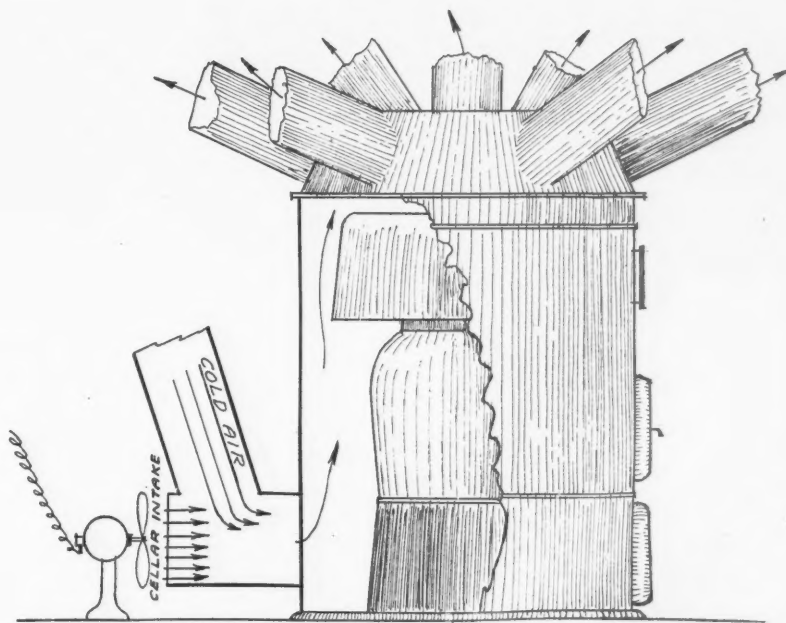
Obviously, the latter course has great advantages, but it is by no means necessary. In fact, the best course of all would be for all the dealers in one town or community to get together and co-operate with the lighting company in planning a campaign embracing all the schools in the territory. The expense of hiring a woman domestic scientist to take over the entire work would then

be shared by all. But the dealer in the small town who must bear the responsibility alone can easily arrange and conduct the demonstration himself, with the aid of his saleswomen. The lectures need be nothing more than an explanation of the operation and labor-saving features of a complete household electrical equipment. In all cases, however, the teacher of the class should be freely consulted and her suggestions sought.

Finally, a word about the best time to approach the teacher. She has mapped out the syllabus for the entire term usually before the term opens—that is, in January or September. A certain number of hours at the end of the term are left open for "extras." The beginning of the term, then—about January or February—is the best time to reach her, for then she can best judge at what point in the course an electrical talk will coincide with her plans.

Electric Fan Even More Useful in Winter than in Summer

BY I. LUNDGARD



The accompanying sketch shows an arrangement for increasing the heating capacity of a hot-air furnace by means of an electric fan. I have personally had very satisfactory experience with this application of the electric fan, although I have not made any attempt to determine the amount of coal saved by its use. I find that when the outdoor temperature is comparatively high and only very little heat is required in the house, it is difficult without the use of the fan to get the hot air to circulate through the house, except by overheating. When the fan is used even heating is obtained throughout the house no matter how low the fire in the furnace is maintained. During cold weather there is no doubt that the increased circulation by the use of the electric fan increases the heating efficiency of the furnace. Air at high velocity absorbs heat from the furnace at an increased rate and thus in a measure the same effect is obtained as if the heating surface of the furnace was increased. On a cold morning the natural circulation through the heating flues is at first slow so that, even with a brisk fire, considerable time elapses before the heat is made effective throughout the house. This time can be greatly reduced if the electric fan is used to force circulation. Distribution of heat throughout the house is also facilitated and I find that it is not necessary to keep as hot a fire, so that the amount of clinkers formed in the furnace is materially decreased.

Everything considered, the electric fan when used in the manner described is an even more valuable household device in the winter time than when used during the summer for the purpose for which the fan was originally designed and marketed.

Why not more campaigns for selling electric fans in the winter time?

"Electricity Is Safe, but—"

[AN EDITORIAL]

FOR two years ELECTRICAL MERCHANDISING has been driving home the message of the electrical man's responsibility to provide his local public with "Quality Electrical Work." One of the "fourteen points" of Quality Electrical Work, as we enumerated them months ago, specified that in users' installations there should be no *exposed contacts* or circuits from which the layman is likely to get a shock. Certainly it is only common sense to see that all circuits on user's premises be protected and inclosed at all points against accidental contact by the public.

Against this fundamental rule of safety the most flagrant offenders have been the exposed knife switch, fuse blocks with exposed parts, receptacles with large openings, and panelboards with bare copper busbars.

* * *

ORDINARY 110-volt circuits, as every practical electrical man knows, are not ordinarily dangerous. We handle live 110-volt circuits with impunity; we "feel out" 110-volt or 220-volt circuits with our fingers, and when we get a 110-volt or 220-volt "jolt" from arm to arm, or from hand to foot while standing on a wet or metal floor, we chuckle to ourselves and consider it a good joke.

But in the case of the layman (to whom electricity is mysterious anyhow) the surprise of such a shock coming unexpectedly may lead to accidents serious in nature.

Stick a man with a pin unexpectedly and he will jump. The actual bodily injury resulting from the pin prick is negligible, but the sudden start may thrust him into a moving machine, or off a ladder.

The ordinary 110-volt electric shock is just about comparable to such a good husky pin attack—one like Peck's Bad Boy delighted to rig up on the under-anatomy of the family groceryman. And like a pin prick, even a slight shock, because of the surprise, may cause a man to fall off a ladder, stumble into moving gears or belts, or suffer serious secondary injury.

Exposed live parts also set the stage for accidental short circuits through contact with metal objects, metal tools, etc.—producing "flashes" which may cause serious flesh burns, or blindness if the eyes are exposed.

In wet places and in industries like creameries, tanneries, ice plants, chemical factories, etc., wet floors and workmen's wet shoes may afford sufficient ground contact so that the otherwise harmless 110 volts may really give a serious and sometimes fatal shock.

The uninsulated socket pull chain in the bathroom or basement, which can be reached by a person standing on a wet floor or in a bathtub with feet thoroughly grounded in water, is another real menace. Under such conditions a heavy shock may be given and in cases where the individual has a weak heart death has resulted.

* * *

ELECTRICAL MERCHANDISING believes that we electrical people must be frank with ourselves and *establish the principle that in users' installations all contacts and live parts of circuits likely to be reached by the layman must be covered up.*

We carefully insulate our wires with thick rubber (including the neutral, which is electrically as "dead" as our steam radiators, gas pipes and water pipes!) and then inclose these wires in thick-walled protecting conduit. But at the very point where *the layman* needs to *handle* the circuit we discard all insulation and safeguards of every kind, and put into the hands of man, woman or child a knife switch or a panelboard with exposed and live contact surfaces. We have felt pride in installing boards with shining copper busbars open to the layman, instead of recognizing our responsibility to protect all live parts.

Now we must make good in safeguarding the name of electricity by rendering all installations 100 per cent safe. This means revising old jobs and putting in the new ones *right!* And we must do this work for the public by correcting individual cases as

ELECTRICAL MERCHANDISING believes the time has come to establish the principle in electrical construction that: *In users' installations all live contacts and parts of circuits from which the layman is likely to get a shock should be covered up.*

fast as we are able—without sending out a general alarm to the public which might result in frightening the uninitiated layman about conditions, and producing a panic which will give the whole electrical idea a setback and so defeat our very purpose of better service to the public.

We must get electrical men awakened to the necessity for this reform and let each electrical man interpret it calmly and candidly to his customers and answer their questions in a way to instill confidence in electricity rather than fear of this wonderful servant.

To rush into print with this story in articles or advertisements reaching the public through the popular magazines and the newspapers would be a serious mistake, because the layman is likely to misread and misunderstand the situation, especially if the necessary dramatics be used to attract his attention. The lay reader of such an advertisement will not have an electrical man at his elbow at the moment he reads the ad to answer his questions and reassure him about electricity in general. His reaction to any printed message on the subject is bound to be *fear of electricity and distrust of all electrical appliances* in general.

* * *

THEREFORE *we must not take this case to the public.* ELECTRICAL MERCHANDISING believes that there are brains enough, selling skill enough, enterprise enough and technical ability enough in the electrical industry to solve this problem ourselves in the best interests of the public. We believe the job of making all electrical installations 100 per cent safe can be done *through the electrical trade* as quickly and as practically as by any general

appeal to the public, which would only unsettle nerves and injure electricity's good name and good will.

But let us discuss this menace of exposed contacts frankly and open-mindedly among ourselves as electrical men, at our conventions, at our local meetings, and man to man. Let us plan a definite program to get this humanitarian job done. Otherwise our good name as an industry may be injured. Our business future is involved.

There are today millions of homes to be made finally 100 per cent safe at switches, cutouts, sockets and receptacles. In these homes 100 per cent safety is priceless. And there are hundreds of thousands of shops, factories, buildings and plants which should be equipped with 100 per cent safety electrical installations. We must stop the reports of industrial accidents and injuries to which even slight electrical shocks contribute in any way, for in such accidents electricity is usually made the culprit. Industrial accidents are reckoned at a cash value by factory managements.

Prevention that pays dividends will be eagerly bought. And the accident and liability insurance companies should see that safe industrial installations are recognized by lower insurance rates.

ELECTRICAL MERCHANDISING urges that this important subject of "safety-izing" all users' installations be taken up without delay by national electrical bodies. We urge discussion on this topic at electrical conventions, wherever electrical men get together. And we propose the appointment of committees in each state or community to devise and outline adequate ways to get this job done without needlessly causing alarm to the general public.

NOTE.—This editorial is copyrighted and any use of it in part or full in any popular magazine or newspaper read by the general public is expressly prohibited at this time. Electrical men or electrical publications desiring to bring this important subject before the electrical trade and electrical men are, however, invited to republish it freely in full or in part. ELECTRICAL MERCHANDISING believes that this is a situation for electrical men to handle without unnecessarily alarming the general public. But we see here a humanitarian responsibility and a profitable opportunity for electrical men to serve!—EDITOR.



Buffalo, February 14 to 19

"The 1921 Lighting Fixture Market" and Simultaneous Conventions of Lighting Fixture Dealers' Society of America, National Council of Lighting Fixture Manufacturers and Illuminating Glassware Guild Will Turn Eyes of Whole Fixture Industry on Buffalo During Valentine Week

THE headquarters of the National Council of Lighting Fixture Manufacturers and the Lighting Fixture Dealers' Society of America, both in Cleveland, are exceedingly busy places these days. Preparations for the forthcoming Big Event—the second annual convention and Fixture Market which will be held at Buffalo, N. Y., Feb. 14 to 19, are in full swing.

There is every indication that this year there will be a record attendance, which will far overtop even the attendance at the 1920 convention and Fixture Market at Detroit. Although the details are not completely settled, the general scheme is essentially complete. It is as follows:

Three fixture conventions to be held in Buffalo during the week of Feb. 14 to 19. At these three conventions every branch of the great lighting fixture industry will be represented.

The convention of the National Council of Lighting Fixture Manufacturers will represent the manufacturing side of the fixture business. The convention of the Lighting Fixture Dealers' Society of America will discuss dealers' problems. The Illuminating Glassware

Guild convention will bring together another important group in the lighting fixture business.

WHERE THE THREE CONVENTIONS WILL BE HELD

The Lighting Fixture Dealers' Society of America will hold its convention sessions at the Hotel Iroquois. Meetings start Tuesday, Feb. 15, 1921, at 9:30 a.m., and dismiss at 12 noon. From 12 to 2 there will be a joint luncheon. This program will be continued on Wednesday, Thursday and Friday.

The National Council of Lighting Fixture Manufacturers will hold its meetings at the Hotel Lafayette. Following registration on Monday, the regular convention sessions will open with the meeting of Tuesday morning at 9 a.m.

The Illuminating Glassware Guild will hold its meetings at the Hotel Statler.

The Fixture Market Exhibit will be held in Elmwood Music Hall and will be open daily from 2 p.m. until 9:30 p.m., with the exception of Wednesday, Feb. 16.

At 6:30 on Wednesday evening the annual joint banquet and entertainment will be held.

In addition to these three conventions and the Light-

Program of Lighting Fixture Manufacturers' Convention, to be Held in

Following is the program of the second annual convention of the National Council of Lighting Fixture Manufacturers, to be held at Buffalo, during the week of Feb. 14, 1921. The fixture manufacturers' headquarters will be at the Lafayette Hotel. All manufacturers' meetings will be held in the ball room at the Lafayette Hotel and will be open to members only.

MONDAY SESSION

9 a.m.—Gathering of delegates; registration.

2 p.m.—Meeting of executive committee of National Council.

Preparation of displays at Elmwood Music Hall, afternoon and evening.

TUESDAY SESSION

9 a.m.—Opening address by President Farmer, reviewing the work of the past year.

9:30—E. F. Caldwell, chairman. "Stimulating Designing Ability," by W. R. McCoy of Cassidy Company, Inc., New York.

9:50 to 10:10—Discussion.

10:10—"Is the Type 'C' Lamp a Practical Source of Light for the Aver-

age Home?" by W. E. Cochran, Art Metal Manufacturing Company, Cleveland, Ohio.

10:30 to 10:50—Discussion.

10:51—Report of the design committee appointed at the Detroit meeting, for the purpose of setting up a method of procedure to eliminate design copying.

11:05 to 11:30—Discussion.

Appointment of nominating committee.

Appointment of committee of 1922 place of meeting.

Appointment of committee to audit records.

Appointment of committee to confer with dealers.

Appointment of committee to confer with glass manufacturers.

12—Joint luncheon with Glass Guild and Dealers at Iroquois Hotel. Speakers, the three presidents, F. R. Farmer, Manufacturers; C. J. Netting, Dealers; C. H. Blumenauer, Glassware Guild.

1:30 p.m.—Adjournment to Fixture Market, Elmwood Hall.

2—Fixture Market open and contin-

ues until 9:30 p.m. Architects and Builders' night.

6—Cafeteria service at the hall for evening meal.

9:30—Market closes.

WEDNESDAY SESSION

President Farmer, presiding.

Theme, "The Industry Serving Itself."

9:30 to 9:45 a.m.—Opening and announcements.

9:45—Fifteen-minute visits to the various locals. Ten-minute papers. Ten-minute discussion.

10—"What New York Is Doing," by Herman Plaut, president New York Division of National Council.

10:15—"What New York No. 2 Is Doing," by Bernhard Blitzler, president (Downtown Local).

10:30—"What Philadelphia Is Doing," by William Horn, president Philadelphia Division.

10:45—"What Cleveland Is Doing," by W. E. Cochran, president Cleveland Division.

11—"What Chicago Is Doing," by C. G. Everson, president Chicago Division.



The Buffalo Electric Club, which will be host for the visiting electrical men during the fixture conventions and Market, is here shown while discussing plans for "Buffalo Better Lighting Week"

on Goodwin Day, during the recent visit of W. L. Goodwin and Samuel Adams Chase to Buffalo. Latest reports indicate that "Better Lighting Week" will be a feature of the conventions.

ing Fixture Market, another novel lighting feature has been proposed for Buffalo during the week of Feb. 14-19. This is "Better Lighting Week," an idea adaptable to any city, which is a new development of the National Council's efforts to improve the status of the lighting fixture industry.

Realizing that every branch of the industry depends for its continued prosperity—and for that matter its

actual existence—upon the ultimate consumer of its products, the National Council has proposed a plan for a comprehensive campaign through local newspapers and industrial, electrical and civic associations to educate the great buying public on the advantages of better lighting from the standpoint of comfort, health, industrial efficiency and safety.

One of the most interesting and at the same time

Conjunction with 1921 Lighting Fixture Market, Buffalo, Feb. 14 to 19

11:15—"What Milwaukee Is Doing," by Arthur Polacheck, president Milwaukee Division.

11:30—"What St. Louis Is Doing," by E. F. Guth, president St. Louis Division.

11:45—"What the Pacific Coast Is Doing," by Mr. Symes, Mr. Gleason, new members from the Coast.

12—Joint noonday luncheon, Lafayette Hotel, Lighting Fixture Dealers' Society, Illuminating Glassware Guild, National Council of Lighting Fixture Manufacturers. Address by W. L. Goodwin. C. J. Netting, presiding.

1:30 p.m.—Adjournment to Market at Elmwood Music Hall.

2—Market opens.

6—Cafeteria service at the hall. Visiting delegations from Rochester, Niagara Falls, Tonawanda and other surrounding towns.

9:30—Market closes.

THURSDAY SESSION

President Farmer, presiding.

9:30 a.m.—Call to order. Announcements.

9:45—Developing a policy within the

lighting fixture industry. (a) "Classification of Customers According to Purchases," by Charles E. Verhunce, manager R. Williamson & Company, Chicago, Ill.

10:10—(b) "The External Educational Policy, with Relation to the Public and the Architect," by C. G. Everson, C. G. Everson & Company, Chicago, Ill.

10:40—(c) "Statistics of Our Industry, Their Value and Use," by Ray Vance, Brookmore Economic Service Company.

11:10—(d) "Lighting Fixture Industry, Its Relation to Other Electrical Industries," by O. H. Caldwell, editor ELECTRICAL MERCHANDISING.

11:40—Discussion.

12—Joint luncheon with Lighting Fixture Dealers and Glass Guild. Address by Ray Vance, on "Fundamentals, Business Economies."

1:30 p.m.—Adjourn to Market, Elmwood Music Hall.

2—Market opens and continues to 6 p.m.

6:45—Banquet at hotel, music, entertainment, address.

FRIDAY SESSION

Business session.

President Farmer, presiding.

9:30 a.m.—Reports of committees: 1922 committee, dealers' committee, glass committee.

10—Report of the president.

10:30—Report of the secretary.

11—Election of officers.

11:30—Unfinished business.

12—Joint luncheon, Whiting Williams.

1:30 p.m.—Adjournment to Market.

2—Market opens.

6—Cafeteria service for evening meal. Public night. Market open until 11 p.m.

11—1921 Fixture Market closes.

SATURDAY SESSION

Elmwood Music Hall opens at 7 a.m. for those who wish to dismantle booths.

9:30 a.m.—Meeting of executive committee of National Council.

9:30 to 11:30—Joint meeting of governing boards of three fixture organizations.

All exhibits must be taken from the Elmwood Music Hall by 5 p.m. Saturday.



practical features of this educational campaign is a system of "lighting surveys," which will, it is hoped, be carried out all over the district during the week of the convention and Fixture Market. Many industrial plant executives fully realize the possibilities of better lighting conditions but are unwilling to attempt changes on the costly system of empirical experiments. They realize that the design and layout of an improved lighting installation is a job which demands the services of an expert illuminating engineer—and those services are naturally costly. As a result, the proposed improvements are often relegated to the list of things which are going to be done "some day."

According to Secretary Hofrichter, the business organizations of Buffalo will be afforded the unique opportunity during the week of Feb. 14-19 of having at their disposal, without any charges, the services of a joint committee of illuminating engineers, contractors and dealers who will visit each store, office or factory from which a request is received for a "free survey." The experts of this committee will submit a report giving definite facts and figures on the installation in question, together with suggestions for improvements in lighting and exact details of the type of fixtures by means of which these improvements can be most effectively and economically accomplished. Whenever possible, explains Mr. Hofrichter, a choice will be offered of different makers' fixtures, but in all cases the primary consideration will be the ultimate advantage of the customer in the way of better lighting.

"LIGHTING FIXTURE MARKET" WILL EXCEED SPACE ALLOTTED

The Fixture Market will of course follow very closely upon the lines of the previous Fixture Market, held February, 1920, at Detroit. It will, however, be on a considerably larger scale. An unfortunate feature of the Detroit market was the number of would-be exhibitors who had delayed sending in their space reservations a little too long, and who were in consequence unable to show their lighting fixture products to the dealers who thronged the market.

In a determined effort to avoid such an unfortunate occurrence this year the National Council decided to obtain the large Elmwood Music Hall, at the corner of Elmwood and Virginia Streets, Buffalo. Events have proved, however, that even the booth space there available is not sufficient to provide for the number of lighting fixture manufacturers who wish to show to the jobbers and dealers who will assemble in Buffalo their latest fixture designs. As far back as a month ago all the available booth spaces had been taken and additional space has now been obtained.

"Of course," explains Secretary Hofrichter, "it is naturally not surprising that booth space in this, the only great Lighting Fixture Market, should be so eagerly sought after by shrewd fixture manufacturers. It offers a unique opportunity for the manufacturer to show his customers, the jobbers and dealers from every part of the United States, the latest styles of artistic commercial and industrial fixtures which he has prepared for the 1921 season. It enables the dealers and jobbers themselves to compare—not through the medium of the makers' catalogs or through the descriptions of his

salesmen, but through comparison of the actual fittings themselves, 'side by side'—the relative suitability of the various types for their own particular jobs or stock rooms."

LOCAL BUFFALO CONVENTION COMMITTEES

President Hadler of the Buffalo Lighting Fixture Dealers' Club and chairman of the local general committee, has appointed the following sub-committee chairmen: Hotels, Mr. Sackett; transportation, Mr. Howell; entertainment, Mr. Schneider; ladies' entertainment, Mr. Condon; publicity, Mr. Mitchell; finance, Mr. Hoadley; registration, Mr. Warren. Mr. Peck is secretary of this general committee.

Advance reservation cards will be sent out to lighting fixture men. These cards should be filled in and returned at once to H. I. Sackett, care the H. I. Sackett Electric Company, 251 Pearl Street, Buffalo, N. Y., in charge of hotel arrangements.

Planning a Fixture Display Room to Stimulate the Purchaser's Desires

BY E. V. PRYOR

Commercial Manager Wisconsin Valley Electric Company, Wausau, Wis.

THE two underlying motives in the majority of fixture purchases are (1) satisfaction of pride and (2) love of beautiful things for the home or office.

Any fixture dealer who analyzes the success or failure of a refixturing campaign knows this. If he is honest with himself, he will acknowledge that there are few householders who are entirely satisfied with their present lighting equipment or indifferent to new types and designs in fixtures. He knows that the average home owner (or even tenant) is always on the alert to improve and beautify his home. Furthermore, he knows that in persuading a man to refixture his home his greatest asset is the prospective buyer's pride. It is true that no small number of sales in the past have been made to real estate men, who, buying up properties in a run-down condition, redecorate and refixture them, anticipating reselling at a profit. But the underlying motive back of 60 per cent of refixturing sales could be called "satisfaction of pride."

And this is where the importance of an up-to-date fixture display room comes in.

No dealer can work on a man's pride unless he has in his stock some fixture the man would be proud to have. And if he does have fixtures worthy of praise he cannot work on the purchaser's purse and imagination unless there is a display space where the fixtures may be shown to their best advantage.

REMODELING AND DECORATING SHOWROOM PROVED SPLENDID INVESTMENT

Money spent on remodeling and decorating is well spent. It meant for us, for one thing, a 400 per cent increase in net sales of fixtures. Newspaper advertising and solicitors are highly essential, but a refixturing campaign inaugurated without an up-to-date display room will be indeed an up-grade task.



The display room should first of all be attractive not only in its decorations but also in its furnishings. I have found that by grouping the different types of fixtures the problem of selection is greatly facilitated. For instance, the various types of porch lights may be in one group, then reception hall fixtures, candle fixtures, next a group of semi-indirect bowls, then showers, and in the last two groups fixtures for kitchens and bedrooms.

In this way, instead of becoming more confused each minute by viewing a sea of fixtures of countless types, and in the end walking out undecided, the customer can concentrate upon, say, the living room fixtures, then the bedroom fixtures, and so on.

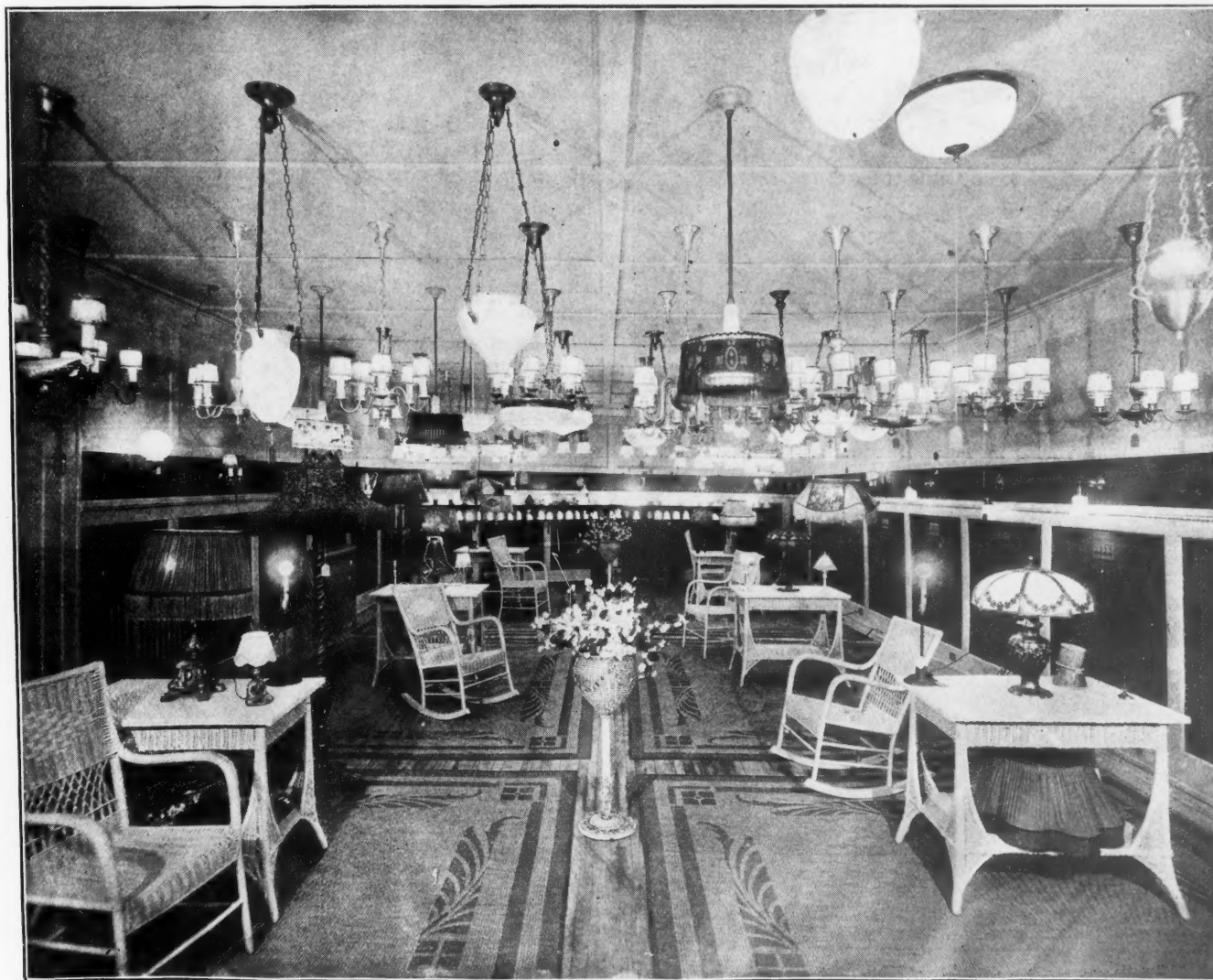
THE REASON FOR CARRYING ONLY THE FINEST, UP-TO-THE-MINUTE FIXTURES

But, even if you have an attractive display room, you are not going to get the best results if the room is filled with the common, inexpensive fixtures and an occasional "nice" one. A better plan is to carry *only* the finest, up-to-the-minute fixtures, letting the others be conspicuous by their absence. In this way the cus-

tomers get the one big impression you are trying to force home—that the fixtures he now has are truly obsolete. Oftentimes persons entering my fixture rooms, more out of curiosity than with an idea of selecting new ones, have remarked that they saw none there like those they had at home. This means a chance to tell them that their present installation is obsolete, to explain the advantages of the new lighting unit, and to pave the way for a sale.

Glassware plays no small part in the sale of fixtures. Rather than being looked upon as merely an incidental effect of the fixture, the glassware should be considered one of its chief attributes. To display our shades we have small compartments along the wall, covered with black velvet. Besides bringing out the individuality of each shade, this plan permits comparison of shades without undue confusion.

Special finishes, such as gold and silver, also add to the attractiveness of the fixture display. Contrary to the belief that these finishes are supplied only to the finer homes, our net sales show that more than 50 per cent of the fixtures sold are in the special and more expensive finishes.



"A refixturing campaign without an up-to-date fixture display room is indeed an up-grade road," thinks E. V. Pryor of Wausau, Wis., and the picture shows that Mr. Pryor practices what he preaches. Dark green burlap forms the wainscoting and bracket

panel, and the same color motif is in the rugs. Furniture, ceiling and door are in old ivory. The fixtures themselves are grouped according to the rooms for which they were designed—living room, dining room, bedroom, etc.

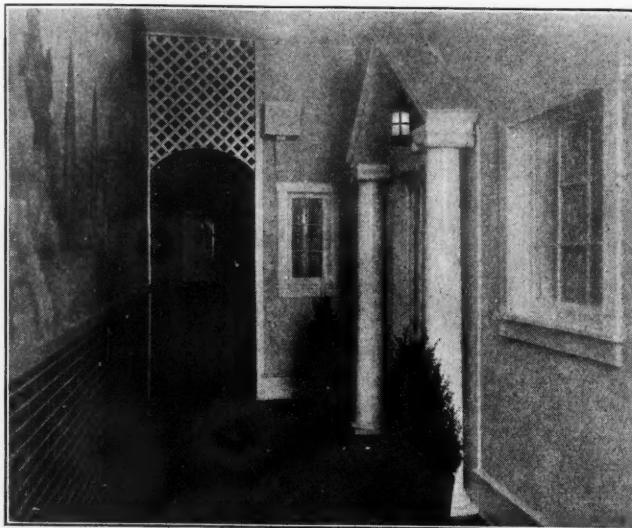
"At the Sign of the Green Candle"

The Story of an Electric Shop "Behind a Colonial Door"

IF YOU ENTER the white doorway at 1105 State Street, Erie, Pa., right under a huge candlestick that scintillates overhead, climb a flight of stairs and enter the "hall" there, you will probably stop and gasp for a moment and wonder whether you've stumbled behind the scenes at some theater, or upon a real old Colonial mansion preserved for museum purposes! Here is a massive white doorway set between curtained windows, all built into white stucco walls and overlooking what might be a Colonial garden beyond a garden wall. Here, however, the mystery ends, for you see at once that the garden is only painted, and a push on the door will bring you where you had really set out to —into the very modern display rooms of a modern electrical dealer!

They make up the Rusterholtz Lighting Studios, known to Eriens by its quaint insignia and slogan, "By the Sign of the Green Candle."

The arrangement of the display space is in itself unique. Directly inside the "Colonial doorway" a long hall runs the entire length of the building, but the hall itself is partly display room, too, including washing machines, vacuum cleaners, appliances, lamps and a rack for shades. Along the entire length of one side runs a low railing, or wall, blocking off the seven studios, each of which is richly furnished to set off a certain type of lighting fixture. In the rear of the hall the managers' offices and cashier's desk are located.



No, not the entrance to a Colonial mansion, but to the second-floor display rooms of an Erie electrical dealer. Note the "Colonial garden and wall," painted on the opposite wall.



The main hall, running the entire length of the building. Part of it is used for display purposes. The low wall at the right separates the fixture studios from the hall.



Dark ivory-paneled walls, ecru and blue velour curtain for the windows, a fireplace, a plain taupe rug and mahogany furniture form a rich setting for the better grade of lighting fixtures.



Directly opposite the entrance hall, as you open the glass Colonial doors, is this small studio for displaying living room, den and library fixtures. The furniture is reed with frosted brown finish.



Polychrome fixtures, set off in harmonious surroundings. The walls of this studio are in deep bronze leather effect, and black and gold brocade drapes the mirrored window.



"Selling Will Sell" Farm Electric Plants Right Now

BY L. V. HOLT

President Automatic Light Company, Ludington, Mich.

We, with the automobile, truck, tractor and other farm-light plant manufacturers, were hit below the order belt by the slump in sales of the last few months, which came so unexpectedly as to be almost stunning.

For one month to have your desk piled high with more orders than you can fill and almost the next month to have these orders conspicuous by their absence or by their cancellation was a new experience for us and probably for most other manufacturers.

I confess we were, of course, stunned by this new experience, for we had thought, as I suppose many others had, that this flock of orders would always continue.

After we got our breath we squared ourselves to face the situation, which appeared to us as follows:

Approximately 7 per cent of the farmers of the country have electric light, so 93 per cent yet remained for some one to sell.

The farmers themselves were "sold" on electric light and power and they had the money and were ready to listen to a salesman who had confidence in his goods and himself.

Now the only little thing we had to do was to find that salesman; that is, the dealer. After considerable investigation we found that here was the sticking point.

The dealers and prospective dealers having had it hammered into them from various sources, not the least of which was their banker, that prices of all commodities were coming down, consequently Mr. Dealer had a bad case of "nerves." So we decided that we must do something *different*, which should at the same time be practical, so the first thing we did was to reduce our price.

Then we equipped, as a trial proposition, three new sedans of the "one-every-half-minute" make, with our plant located where the rear seat had been and fitted up inside with a 100-watt and a 500-watt lamp with control switches, etc., and sent them on their way in charge of men, some of whom had never even sold a lighting plant before, for we wanted to get a fair trial of the plan itself.

These sedans were started in restricted territory with orders to comb every township before moving on.

SALES RESULTS HAVE EXCEEDED GREATEST EXPECTATIONS

The results have been beyond our fondest expectations, for not only have the number of sales per week increased even in this short trial of about two months

but, best of all, the trail of live, interested prospects left behind means a pyramiding of business in the future.

Our slogan, "Every Night a Blaze of Light," seems to catch and hold both farmer and dealer, and this vivid demonstration backs up the slogan and they don't forget it.

One secret of the salesman's success by this method is that he goes warm, dry and comfortable with his demonstrating plant under most favorable conditions and he *can* and *will* work more hours a day and produce better results when he goes in comfort and class, for a salesman likes to be in a good class, "Even as you and I," and we believe he is entitled to the best there is.

The mere fact that our plant, not using storage batteries, is light and portable need not deter those selling battery plants from departing from the beaten track and trying out something new.

We are glad to pass this plan along to other manufacturers for what it is worth, for whatever helps one of us helps all. We would like to see all manufacturers of dependable lighting plants selling all they can produce. We believe that with this or perhaps some other equally new and practical method of demonstration, farm electric

plant sales will soon be back at their old level.

For the market is here—all we have to do is to bridge the "river of doubt."

Hotel Reservations at Buffalo During Fixture Market, Feb. 14-19.

Many inquiries have been made for information about hotel reservations for the week of Feb. 14-19, during the Buffalo Fixture Market.

H. I. Sackett, of the H. I. Sackett Electric Company, 15 Court Street, Buffalo, N. Y., is chairman of the committee on hotels and reservations and will take care of your requests if you will drop him a letter advising what you want in this line. Please note, however, that no sample rooms are available. If hotel accommodations were cut down through the use of bedrooms for sample rooms, many buyers would be prevented from securing hotel accommodations.

Why Stop Your Sales Efforts—for Nothing!

Why stop your sales efforts, for nothing? Why pull in your horns and abandon your advertising and selling—which is just what your competitor wants you to do. If you'll make him the offer in advance he'll probably pay you real money to quit and leave your customers to him. But don't quit *for nothing!*



"Selling will sell farm electric plants"—even to farmers in the present market, believes L. V. Holt, so he has started out a number of salesmen in these Ford sedans to comb the market in selected agricultural territories. Each Ford is equipped with a farm electric plant, taking the demonstration right to the farm door. The salesmen travel in comfort, and make more sales.



Lighting Sales Methods



Do You Sell Fixtures or Lighting Effects?

BY M. L. SHEEHAN

Do fixture dealers sell their wares with lighting effects in mind or do they sell merely fixtures? Unfortunately fixtures are generally displayed and sold without introducing expert advice on lighting effects. The proof of this statement is to be found in the average fixture store, where, amid the maze of fixtures, lighting effects cannot be well displayed. The householder maybe does not distinguish between fixtures and effects, but if he does not, this should be done for him.

Mr. and Mrs. Average Man are planning a house. Their knowledge of lighting extends only as far as their observation in the homes of their acquaintances. The lighting of these homes, it is safe to state, is not as good as it could be owing to the fact that they also have suffered in common with other homes by the neglect of the field.

But Mr. and Mrs. Average Man consult their architect, if they have one, and let their contract for wiring. At this time the electrical contractor, who possesses a wide knowledge of the possibilities of lighting and its trend, can win their everlasting gratitude by timely advice as to outlets, switches and control, etc.

Passing on to the fixture dealer, Mr. and Mrs. Average Man are shown fixtures and price tags, but in most cases lighting effects appropriate to their rooms are not considered in proportion to their overwhelming importance.

"Here is a popular fixture," says the dealer as he fishes among a maze of fixtures and pendent switches, "\$30." If he is lucky he finds the switch, and the fixture is lighted if it contains lamps. But it hangs

Items of Experience in the Installation of Lighting Systems and Good Advice in Lighting Practice

among an inverted forest of fixtures and our customers naturally direct their attention to the fixture instead of to its lighting effect. The dealer talks of solid brass and other things as far removed from lighting effects as wood, plaster and nails are from a finished house. We cannot expect lay customers to know that the lighting effect is a more powerful agency in creating mood in a room than are decorations and furnishings, and that lighting effects, furnishing and decoration should be considered together.

Mrs. Average Man doesn't exactly like the fixture, its finish or its price, and says so. The dealer mildly intimates that "these candelabra units are being sold extensively," but following the customary procedure of showing his wares, he next displays something else. Herein lies the proof that he is selling fixtures to people who should want, first of all, lighting, for if the candelabra happened to be the best thing for the room, the shower, which gives quite a different effect, could not be. And so on the display of fixtures proceeds, with the final result that Mr. and Mrs. Average Man have purchased so many pounds of brass and glass, fabricated in bands, bowls, chain, etc. These are finally installed, and then, and not until then, do the purchasers gain an idea of the appropriateness of the lighting effects for their rooms.

One could go on and on invading the byways leading to the lighting of the home and find vast amounts of evidence to prove the necessity for educating the householder and those upon whom he depends for his lighting system.

Finally we arrive at the conclusions that little things are important in lighting; that better lighting does not necessarily involve much greater expense; that good lighting is next in importance in a home after shelter and heat have been provided; that illumination or utilitarian lighting in the home should be an essential byproduct of lighting effects which are satisfactory from the broader view of esthetics or psy-

chology, and that the householder is not met with expert advice in lighting his home even though by some accident he has been made to realize that the lighting of his home is important.

A broad educational movement based upon the present extensive possibilities of lighting is urgently needed. The result eventually will be many happier homes and more prosperous contractors and fixture dealers, for the householder will willingly pay for service if he realizes its value.

Local Industrial Lighting Exhibits for Pacific Coast

It has been figured that fully 50 per cent of the factories of the United States are under-lighted. The possibilities of this lighting business to the contractor-dealer have recently been given special attention on the Pacific Coast, where the after-the-war period has been marked by unusual industrial activity. The California Electrical Co-operative Campaign in consequence has recently established a permanent industrial lighting exhibit in San Francisco and is seeking a suitable location for a similar exhibit in Los Angeles.

The San Francisco exhibit has been installed in the rooms of the Industrial Accident Commission of the State of California, centrally located on Market Street and is said to be the finest of its kind anywhere in the country. All wiring is permanent and of the most up-to-date character, with lamps arranged on pulleys so that they can be raised and lowered to show the various effects obtainable. The intention is to make this exhibit a regular feature of the Accident Commission's quarters, available at all times for the education of customers.

Business Comes to the Man Who Hustles

During a period when we have a "buyer's" market you can be sure of this fact—the fellow who gets out and hustles is the only one who gets the business. Nothing comes to the man who sits down and waits.

No Time for Timidity—Go Ahead!

This is not the time for timidity, indifference or indecision of any kind.

Make your plans, set your goal, and then

Step on the Gas!



An extensive advertising campaign is to introduce the exhibit and a series of lectures is to be given in the exhibit room, either by a special illumination field worker of the campaign or by a well-known illuminating engineer. The lectures will be designed to meet the interests of specialized groups of manufacturers in San Francisco.

The establishment of a similar exhibit is being contemplated in Portland, Ore., as one of the first acts of the new Northwest Electric Service League, now under organization there. This Western interest is in line with the recent committee appointments of the National Electric Light Association, which look toward the carrying of the original exhibit shown in Pasadena as a traveling demonstration with its message of good lighting to factory owners throughout the country.

"Minor" and "Major Competition" in Fixture Selling

"Only minor competition exists between members of the same industry," was the point of view taken by Charles L. Benjamin, an advertising man of Chicago, before a meeting of fixture makers and dealers in Detroit during the first annual Lighting Fixture Market.

"By that I mean to say that you gentlemen who manufacture fixtures are all competing with one another. I call this *minor* competition, for the reason that you are *not major competitors*. If you are not major competitors, who are the major competitors?"

"They are the people in other trades and businesses who are trying to divert the public money from your industry to their own."

"Here, for instance, is a family which has money enough to refixture the house. But the papers contain advertisements of furniture, advertisements of rugs, of automobiles, of pianos, of talking machines. All of those industries are making a play for the family purse. *They are your major competitors*. They are diverting money that might otherwise go into your own industry. It should be the purpose of your industry to come back, not at one another, but at these other industries that are taking money that might be spent in fixtures!"

Why Not a Set of Standards for Fixture Finishes?

"Why not standardize the various fixture finishes used throughout the country," asks Charles H. Hofrichter, president of the Crescent Brass Company of Cleveland and secretary-treasurer of the National Council of Lighting Fixture Manufacturers, in the council's weekly bulletin to members.

"Isn't it queer that the things which need standardizing the most," he goes on, "the things which neither you nor I nor any one else can describe accurately by mail or word-of-mouth, have as yet no standards at all by which to identify them?"

"For example, a customer buys a fixture from another maker, but later on is attracted by one of *your* creations. Both fixtures are to go in the same room; it is essential that they should match each other in finish as well as harmonize in style."

"The customer gives the dealer her order, and he, looking up his invoice from the other maker, finds the

fixture was finished in "brown-bronze." But because there is as yet no established standard for finishes it happens that you have no finish of that name. You have, let us say, 'Venetian Bronze' and 'Medal Bronze' finishes, but whether either of them will match that customer's fixture is a matter which no one can settle until the order is delivered. And if, after the fixture is installed, it does *not* match—oh, well! what's the use of going on? You can fill in from your own experience the details of the three-cornered argument between the dealer, the customer and yourself. It's a painful subject.

FINISHES DESIGNATED BY NUMBER

"Would it not be better if your dealer's order specified merely 'Finish No. 10 on fixture; Shades, pattern 55, finish No. 242,' each number corresponding to a definite standard color or finish?"

"There may be some manufacturers who will maintain that standardization of finishes is not practicable, and that even were it

Lighting a Public Library Reading Room



The reading room of a public library offers an exacting test for good illumination. The lighting on the reading plane must not only be sufficient but it must be uniformly distributed, and the above photograph proves how fully the latter condition has been met in the new lighting of the reading room of the public library at Mount Vernon, N. Y. Seventy-five-watt lamps are used, replacing 100-watt units formerly employed, but increasing the intensity to 5.5 foot-candles on the tables, according to J. W. Redway, treasurer of the library. The glassware used was made by the Jefferson Glass Company, Follansbee, W. Va., and was installed by the Lighting Studios Company of New York City.



practicable it would not be desirable, because by standardizing colors and finishes originality and artistic combinations would be killed out and everything would be leveled down to mediocrity.

"Let us deal with the second question first. For many thousands of years artists have used very much the same colors in their pictures, but no one has ever accused Whistler, for instance, of plagiarizing Botticelli or Vandyke. There are only a few pieces of glass in a kaleidoscope, yet no one has ever fathomed the infinite variety of form and color combinations which they produce. So much for this angle of standardization.

"On the other hand, standardization would have certain great advantages. Once a definite standard was available a manufacturer could probably register a color under Federal copyright laws, just as he now can patent a chemical compound, *viz.*, by detailing the method of manufacture and by submitting also a sample standardized according to a definite scale. That color or finish would then be a very important asset to the manufacturer, and one which he would be in a position to protect. It would enable dealers to call for that finish by its registered number on the scale and to know that every fixture will match another of the same number. It would enable the customer to know beforehand, by matching against a standard sample, exactly what he needed.

"Standardization of finishes would thus give standardized manufacturers an enormous advantage over others who were not, even though these unstandardized competitors might be better equipped in many ways to produce the goods.

SCHEME OF NOMENCLATURE MUST COVER ESSENTIALS

"It is not the intention here to do more than to suggest a few thoughts on this phase of standardization and to get opinions as to the best way in which the object could be accomplished. The following points appear, however, to be fundamentally essential:

"1. The standards set up must reproduce to a sufficiently accurate extent for practical and artistic requirements the complete range of primary, secondary and tertiary colors, the distinctive sheen on

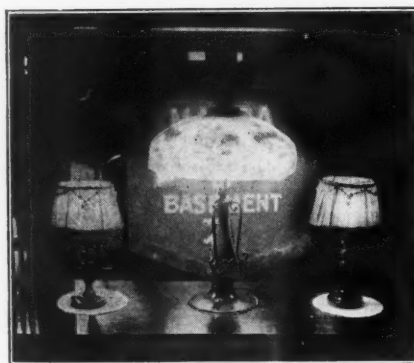
metals, and the iridescent colorings of glassware.

"2. The standards must be reproduced in such a way that the original basic standards kept at National Council Headquarters (or at the Copyright Office in Washington, if registration of metallic finishes can be legalized) have no tendency to deteriorate with age.

"3. Should it prove impossible to evolve a means of producing standards which will never alter, a simple method should be arranged whereby the original standards can be simply and quickly duplicated with absolute fidelity.

"4. Means should be provided so that accurate duplicate sets of standard finishes, lacquers, glass surfaces and tints, etc., can be produced at so reasonable a cost that every manufacturer and dealer can afford to purchase a complete set of each for reference.

Utilizing an Open Space Over a Stairway



To utilize an open space over a stairway the Narragansett Electric Lighting Company, Providence, R. I., has built a shelf directly above the stairway, but between the balustrades, as a convenient display for portable lamps. In descending the stairs en route to the basement customers pass under the shelf, but see it on a level with their eyes before descending. The very unusualness of the shelf makes it effective in attracting attention to the company's specialties.

Your Ad on the Radiators of Your Customers' Cars!

A Michigan dealer has devised an unusual advertising novelty to get his name and address carried about the streets of the city on the automobiles of his friends and customers during the winter months.

In freezing weather, as every one knows, automobile radiators are likely to freeze unless covered up

either wholly or partly. Such freezing may do serious injury to radiator and engine. This dealer therefore has provided cardboard about the size of the lower half of the average radiator. The cards are fitted with wire clips by which they can be fastened to the radiator cells, and on

Another Satisfied Customer of the Peninsula Electric Company

18 W. Front Street
PHONE HENNEPIN 6038

the front of the card appears the legend reproduced herewith. Apparently this Michigan dealer has had no trouble in getting his customers to adorn their cars with his serviceable advertising novelty. Few cars are equipped with the regular winter radiator covers, and the average car owner, caught short on a freezing day, will welcome any device to protect his radiator and engine.

"The House of a Thousand Candles"

BY NAOMI SWETT

It has just occurred to me what an impelling name the above title would make for an electric fixture store. Of course the idea would be carried out by myriads of electric candles, and the lighted candle would serve as a trade mark by which the store would be known.

To advertise such a shop it is easy to imagine an attractive newspaper ad with a border, or head and foot ornament of sketches of lighted candles. It is still easier to imagine an electric sign in front of the store that would be "different," and in which the electric candle would be featured in illuminative fashion. From the display windows, to every nook and corner of the interior, there would be room to carry out the pleasing impression of "a thousand candles." For unusual advertising copy, one would only have to revert to the one-time popular novel, "The House of a Thousand Candles," and there would be found inspiration a plenty to make the copy in story-telling fashion.



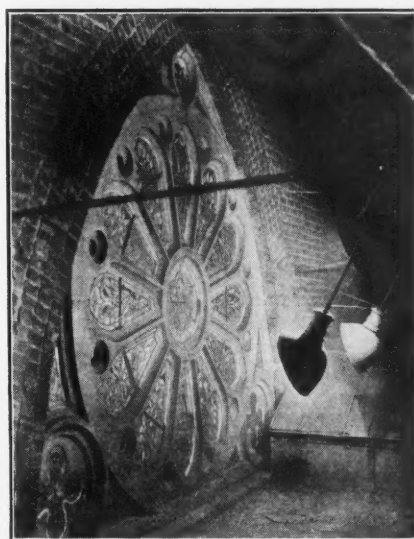
While I am still on the subject, my imagination carries me still further, and I see a real "house" of a thousand candles. In nearly every growing city, particularly in the West, one will find, almost in the heart of the business district, old-fashioned houses, that as a rule are operated as rooming houses. Were building not so prohibitive in cost these houses would have been long ago torn down to make way for modern buildings. In my own city, Portland, Ore., there are a number of such houses, right in the downtown district, probably from three to six blocks out of the built-up business section. Now many a dealer today "pioneers" his location, and dares to go away from the center of it all, and incidentally high rentals, and with consistent and persistent advertising makes a thorough success, after which merchants in other lines follow him, like dutiful children do a mother.

This House of a Thousand Candles that I have in mind would be one of these old-fashioned, once-attractive homes. Most of them are built upon rather stately lines, and with the proper "fixing up" would truly lend themselves to the idea with dignity and economy.

I would operate the house on a co-operative system, taking people from various lines of business into the project. For instance an architect might give advice on effective improvements and some remodeling, and the proper credit be given to him through subsequent advertising. A painter and decorator would have a chance to display his ability. A furniture dealer could show up model rooms to unusual advantage, an art shop could display pictures, a plumber his newest in porcelain enamel, and last, but not least, the electrical dealer himself would have the most unusual opportunity to display every obtainable bit of electrical household equipment, from the various lighting installations suitable for each room to the kitchen and laundry. And even an electric tearoom annex might help to bring customers in to see the fixture displays and electrical appliance exhibits. Every package that left the place would have a little candle-shaped sticker label with the simple wording "The House of a Thousand Candles."

Flood-Lighting a Stained-Glass Window with Day-Light Lamps

When one considers the large amount of money invested in stained-glass windows for churches and public buildings, and the additional expense which usually attends the insurance and protection of such windows, the reasons for trying to obtain maximum effect from them are obvious. In churches, where memorial windows are most often found, the percentage of time during which they can really be appreciated



The installation shown consists of three porcelain-enamelled reflectors, each containing a 600-watt Mazda C-2 (blue-bulb) lamp, the light centers of which were all mounted in the same plane, 41 in. from the stained-glass window. The distance between the light centers themselves was about 48 in., symmetrically spaced to conform with the larger triangle of the window.

has hitherto been very small. On the average at least 50 per cent of the meetings in a church auditorium are held at night. As a natural result, therefore, the beauty of the stained-glass windows, which contributes so much to the religious atmosphere, is working at only half efficiency.

The accompanying photograph shows the arrangement of three day-light lamp units used by R. E. Scott and C. L. Dows for flood-lighting the Rose Window of the First Baptist Church of Cleveland, Ohio. Although the central portion of the window is circular, the general shape of the entire window is triangular, and in order to obtain uniform illumination the units were arranged in a triangle.

The distance of the units away from the window depends to some extent on the shape and character of the window and also on the density of the glass. The general rule followed in this case was to make the window appear at night as nearly as possible as it did by day.

Lighting-Fixture Salesmen Asked to Secure Memberships for Fixture Dealers' Society

The Lighting Fixture Dealers' Society of America has enlisted the help of the salesmen and employees of its co-operating organization, the National Council of Lighting Fixture Manufacturers, in the dealers' enrollment campaign for more association members.

"We believe that membership in our organization will make a better customer of any dealer," writes J. L. Wolf, secretary of the Lighting Fixture Dealers' Society. "Every lighting fixture dealer in America should be a member, and we believe that many would be if the facts were put before them at the right time and in the right way. No one can do this quite like the fixture manufacturer's salesmen, and, our interests being identical, we have come to you for assistance in this membership campaign.

To add interest, the Lighting Fixture Dealers' Society has offered ten prizes to the ten salesmen or employees of lighting fixture manufacturers who secure the greatest number of memberships for the society. The prizes are as follows:

1st prize—Gold watch and chain	value	\$150.00
2nd prize—Traveling bag	value	100.00
3d prize—Shirt set	value	55.00
4th prize—Tie pin	value	50.00
5th prize—Something (100%) good	value	45.00
6th prize—Traveling case	value	30.00
7th prize—Shaving outfit	value	25.00
8th prize—Portfolio	value	20.00
9th prize—Folding umbrella	value	15.00
10th prize—Fountain pen	value	10.00
Total prizes		\$500.00

Application blanks will be furnished by J. L. Wolf, secretary of the Lighting Fixture Dealers' Society of American, Builders' Exchange, Cleveland, Ohio, and memberships received should be mailed to Mr. Wolf's office or delivered to the membership committee at the Buffalo Lighting Fixture Market.

Record of Lighting Fixture Patents

Issued from Nov. 9, 1920, to Dec. 7, 1920, Inclusive

COMPILED BY NORMAN MACBETH
Consulting Illuminating Engineer, New York City

Design Patents

The following are ALL the design patents pertaining to lighting materials, issued by the U. S. Patent Office, from Nov. 9, 1920, to Dec. 7, 1920, inclusive.

56,585. Ornamental Candelabrum. Frank S. Crowell, Toledo, Ohio, assignor to the Edward N. Riddle Company, Toledo, Ohio. Filed Dec. 22, 1919. Issued Nov. 16, 1920. Term of patent, seven years.

56,656. Prismatic Reflector. William A. Dorey, Newark, Ohio, assignor to Holophane Glass Company, New York, N. Y. Filed Jan. 9, 1917. Issued Nov. 23, 1920. Term of patent, fourteen years.

56,677. Cluster Top for Lamps. Morris Ozlek, Phila., Pa. Filed March 20, 1920. Issued Nov. 23, 1920. Term of patent, seven years.

56,689. Lamp Shade or Globe. John Benigni, Chicago, Ill., assignor to Eagle Wood Turning Company, Chicago, Ill. Filed May 24, 1920. Issued Nov. 30, 1920. Term of patent, three and one-half years.

56,721. Plug Cluster. Reuben B. Benjamin, Chicago, Ill., assignor to Benjamin Electric

Manufacturing Company, Chicago, Ill. Filed Feb. 2, 1920. Issued Dec. 7, 1920. Term of patent, fourteen years.

Mechanical Patents

1,358,023. Elastic Holder for Lamp Shades and Lamp Globes. Karl Balthasar Schafer, Dusseldorf Holthausen, Germany, assignor to Balthasar Maassen, Brooklyn, N. Y. Filed March 26, 1920. Issued Nov. 9, 1920.

1,358,131. Lighting Fixture. Horace R. Yardley, Chicago, Ill., assignor to E. Williamson & Company, Filed May 31, 1919. Issued Nov. 9, 1920.

1,358,563. Lamp Shade. Lulu W. Langehennig, Guthrie, Okla. Filed April 8, 1919. Issued Nov. 9, 1920.

1,359,053. Combined Table Light, Fan and Phonograph. Peter R. Gonsky, Detroit, Mich., assignor to Endlessgraph Manufacturing Company, corporation of New Jersey. Filed Nov. 14, 1917. Issued Nov. 16, 1920.

1,359,493. Illuminating Appliance. William A. Dorey, Newark, Ohio, assignor to Holophane Glass Company, Inc., New York. Filed May 3, 1917. Issued Nov. 23, 1920.

1,360,266. Locking Device for Electric Light Bulbs. James P. Cassidy, New Haven, Conn., assignor to John W. Ladd, New Haven, Conn. Filed April 7, 1919. Issued Nov. 30, 1920.

1,360,417. Border Light. Arthur J. Lawson, Chicago, Ill. Filed July 19, 1917. Issued Nov. 30, 1920.

1,360,825. Lighting Device. Edwin D. Tillson, Evanston, Ill. Filed May 21, 1919. Issued Nov. 30, 1920.

1,361,241. Piano Lamp. Allan Fraser, Buffalo, N. Y., assignor to Play-O-Lite Company, Inc., Buffalo, N. Y. Filed Feb. 23, 1918. Issued Dec. 7, 1920.

1,361,333. Standard Electric Lamp. George Thomas Irwin, Toronto, Canada. Filed May 22, 1919. Issued Dec. 7, 1920.

1,361,365. Reflector. Charles A. Campbell, New York, N. Y. Filed Aug. 23, 1919. Issued Dec. 7, 1920.

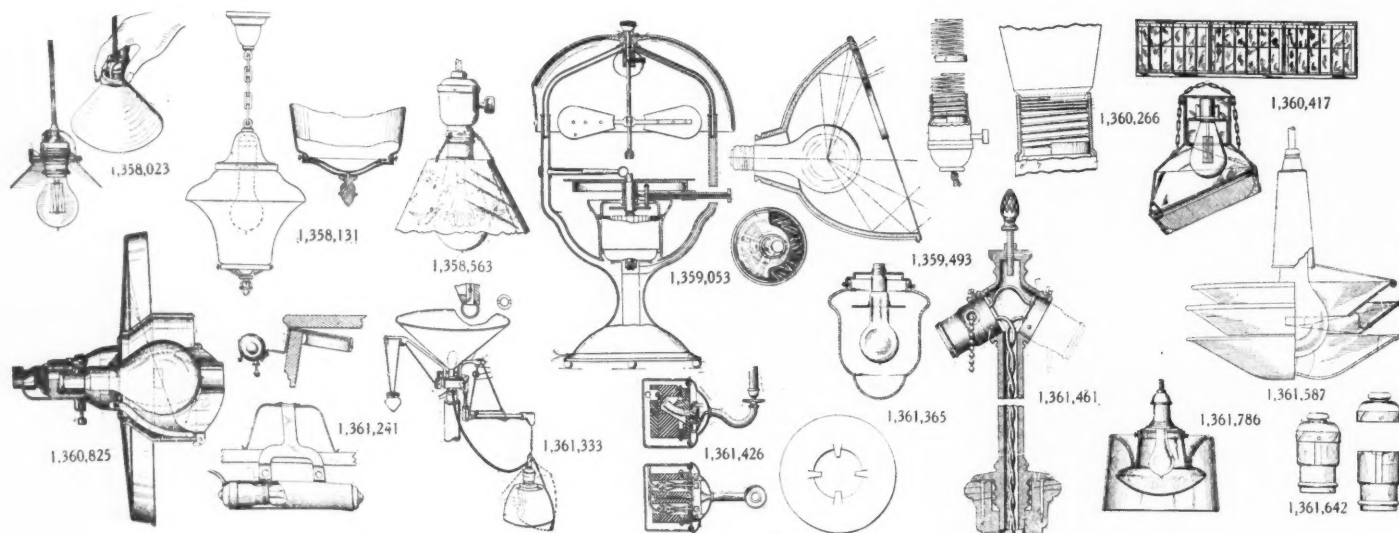
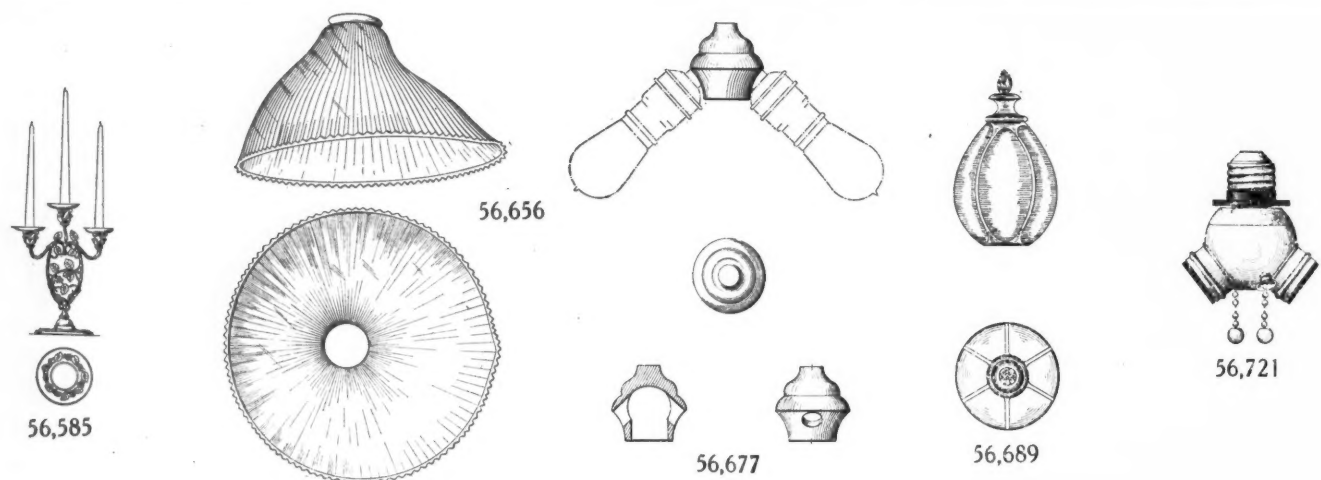
1,361,426. Electrical Connecting and Supporting Device. Ernest Cantelo White, New York, N. Y., assignor to Electric Outlet Company, Inc., New York, N. Y. Filed Jan. 17, 1920. Issued Dec. 7, 1920.

1,361,461. Electric Light Structure. Max Herskovitz, Chicago, Ill., assignor to Peerless Light Company, Chicago, Ill. Filed April 28, 1919. Issued Dec. 7, 1920.

1,361,587. Reflector. Bassett Jones, Mahwah, N. J. Filed July 13, 1920. Issued Dec. 7, 1920.

1,361,642. Lamp Socket Construction. Oscar S. Swanson, Jamestown, N. Y. Filed Dec. 10, 1918. Issued Dec. 7, 1920.

1,361,786. Electric Light Fixture. Gustave E. Vallaret, New York, N. Y. Filed June 1, 1920. Issued Dec. 7, 1920.



Copies of illustrations and specifications of patents may be obtained from the Commissioner of Patents, Washington, D. C., for 10 cents each

Making Profits During Reconstruction Times

To the Editor of ELECTRICAL MERCHANDISING:

During a period of falling prices and shrinking inventories the average dealer finds it mighty hard to make his business show a fair profit on investment. This is made doubly hard at present because there is little or no building going on, and for that reason the usual sales of fixtures and wiring for new buildings are practically eliminated for the time being.

This condition exists and it must be reckoned with.

There is one plan that is being followed by retailers in various lines of business, and this method is indorsed by shrewd business executives and manufacturers who realize that if their own business is to be successful, they must be willing and eager to help the retailer to make his business successful.

In years gone by manufacturers and salesmen were chiefly interested in loading up the dealer. At that time it was common belief that once the dealer stocked the goods he would sell them in some way or other. These business tactics are no longer considered good principle. The big successful manufacturers and jobbers are now willing to help the dealer increase his sales. They realize that new goods cannot come in the back door unless the goods on the shelf keep moving out of the front door and into the consumers' homes.

THE DEALER TODAY IS A BETTER BUSINESS MAN

The dealer too is today considered a much better business man than he was ten or fifteen years ago. He is no longer willing to stock up on anything on the promise of the salesman that the goods will move. Today the dealer wants facts and reasons why. He is shrewd enough to realize that buying about the same quality and same class of goods from a dozen different manufacturers only increases his investment without necessarily increasing his retail sales.

During this period particularly the shrewd dealer is reducing his inventory as much as possible without impairing his ability to render service to his customers.

This can best be brought about by systematic buying, systematic selling and systematic merchandising.

First of all the consuming public is to be considered. It is natural that the dealer wants to handle those items which the public demands. Yet it must be recognized that no dealer can possibly stock everything for which there happens to be a call. But it is possible to stock such merchandise as is quickly salable.

Naturally, the items that are in greatest demand are those that are nationally known and advertised. For that reason it is good business policy to build the stock as far as possible on the

basis of goods that are known, that are salable, that are standard and therefore absolutely staple.

On some of the advertised items the margin of profit is not as large as similar items which are comparatively unknown. Yet at this time it is well to forego this larger margin of profit if by doing so the dealer is enabled to standardize his stock.

CUTS DOWN THE MERCHANT'S INVESTMENT

This method of merchandising has still another advantage. It reduces the total investment. For instance, instead of handling four or five different makes of electric flatirons it should be possible to offer a complete selection in not more than two makes.

Electric washers also offer an object lesson. There are many well-known nationally advertised machines. Yet it would be poor business to tie up the money necessary to handle them all. Also, if half a dozen makes are offered the consumer the dealer cannot enthusiastically indorse any make, which often results in the sale going to a dealer who handles only one machine and backs it with all the sales effort at his command.

Buying can also be simplified by handling only one line so far as is possible. In this way the dealer will guard against duplication in grades. Instead of half a dozen items of similar nature at about the same price, one or two items will answer the purpose.

While it is natural for the dealer to want to offer the consumer as great a selection as possible, yet consumer demand can better be satisfied by comparatively few lines, if these lines are standard and well known among the trade.

CONSUMER DEMAND BETTER SATISFIED

For example, supposing a dealer bought goods from only one well known electrical concern. Such a store would in effect almost become a branch house

Any Present Obstacles to Sales Are Only Mental Ones!

There never was a time when no sales could be made. And now, when the public really has money, we can sell electrical products if we get it firmly fixed in our minds that the only obstacle we have to overcome is a mental one—a state of mind, purely and simply. There is more money in this country today and it is more widely diffused than ever before in the nation's history.

for the manufacturer, and this store, by proper local newspaper advertising, would receive the full advantage and benefit of the manufacturer's national advertising. The dealer would make the manufacturer's reputation his reputation. He would be able to secure business from a greater radius, because consumers would soon learn that such a dealer handled only one line of goods and those goods as high in quality and as reliable as can be obtained anywhere.

There is still another advantage in handling standardized goods. They are not very susceptible to being sold on the price basis. The price cutting dealer would not be able to take away the business of a dealer who handles and sells merchandise on the basis of reputation.

BUILDING ACTIVITIES EXPECTED TO BOOM

Lower prices will promote building activities, and it is not at all unlikely that next spring will see the beginning of the biggest building boom this country has ever seen. There are more than a million homes necessary to house the families in the United States. In cities like Chicago, New York and other large centers of population there are two and three couple in six and seven room flats. This condition exists because there are no apartments or homes to be had at a reasonable rental and a building boom must come. It cannot long be deferred. Because of the big shortage in apartment buildings, thousands of small homes will be under construction just as soon as spring weather permits. Real estate agents everywhere have been selling vacant property for the last year or two, with the promise to finance building operations just as soon as the lots have been paid for. This is decidedly to the advantage of electrical contractors and dealers and it will have a definite effect in bringing sales of electrical fixtures and supplies back to normal.

There is one more phase of business that requires watching. Every dealer does more or less credit business. In the manufacturing districts particularly there are apt to be a great many people out of work, and once out of work, these people will not be able to pay their bills immediately. For that reason collections must be watched. Then, too, goods sold during the period of high prices are hard to collect for, if in the meantime prices have been reduced. The consumer is apt to think that he paid more than the goods are worth, and that because of the high price at which the goods were sold it makes little difference when the bill is paid. He may figure that the dealer will get enough money so that he can well afford to wait a while.

All these facts should be considered by the dealer who wants his business to show a profit during this period of readjustment. He must be wide awake all the time. J. S. OLDER.
Chicago, Ill.

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

believes that:

1. Goods must be sold and business done at a profit.
2. Business comes to the man who goes after it.
3. Central stations must compete with other retailers at a profit.
4. The contractor-dealer must go after business if he expects to get what he deserves.
5. Discounts in the chain from manufacturer to jobber to dealer must be so adjusted that every man who has a function gets paid for it.
6. It is to the central station's interest to encourage and foster retail sales by every retail electrical dealer in its community.
7. Electrical contractor-dealers should cease selling merely wiring jobs or appliances, and sell an electrical service.
8. The electrical merchant—central-station man, as well as contractor-dealer—must analyze his business, know his costs, and adopt modern merchandising methods in both buying and selling.
9. The electrical trade must think and practice "Quality Electrical Work," using quality materials. This means that owners, architects and builders must be shown the advantages of equipping houses throughout with convenience outlets; that plugs and receptacles must be standardized; that fixtures should be equipped with standard-plug connections; that lighting outlets and switches be located with regard to the principles of good illumination and convenience; and that meter-boards be so located that meters can be read without entering the house.
10. It is the duty of every electrical man to help educate the public to use electricity and electrical devices that lighten the labor of the home, office, shop and factory. To this end we urge local newspaper advertising on the part of every dealer handling electrical appliances, and that advertising departments of local newspapers be made part of the local electrical industry.

A Great Basic Business

EARLY in the history of electric lighting it was foreseen that the time must come when the sale of electric devices to go on the lines in customers' premises would outvalue many times the sales of electricity to those same customers. This condition is now actually at hand, for sales of electrical merchandise today are running from three to four times central-station sales of electricity.

This means that the electrical industry has at last evolved to the point where it has become a great basic business. It emphasizes that the business phases of the industry should now be given increasing attention by every electrical man.

A Logical Clearing House for Price Information

THE hour of supreme usefulness for the various electrical credit bodies of the country has struck! Now is the time for the credit associations to get into their organizations every firm who should be in. It is the firms *outside* of the credit associations who are the ones most likely to cause trouble, either by unloading existing inventories too quickly or by extending credits unwisely. The public says prices must come down. In fact, prices are coming down. This applies to manufacturers, wholesalers and retailers. If we are to go through this present period safely, these downward steps must be orderly. Our activities must be co-ordinated. There should be some relationships between price reductions of the various groups of manufactures. At present the various classes of manufacturers are not bound together by any close-knit organization. The heating appliance men are inde-

pendent of the vacuum cleaner groups, and the washing machine manufacturers have very little in common with the wiring device men.

The National Association of Electrical Credit Men is the one organization which binds all kinds of manufacturers and jobbers together. Credit today is the common denominator of our industry. The credit bodies, therefore, can be used as a clearing house for information dealing with price reductions and business policies—this for the everlasting benefit of the whole industry—and without, we believe, interfering with federal laws dealing with combinations in restraint of trade, etc.

In view of this, the membership of the National Electrical Credit Association must be representative. With 700 members the association is only a 25 per cent load factor. There are, roughly, 2,500 manufacturers and 350 jobbers in the industry, making a total of 2,850 prospects. In an unofficial way for the next year the biggest task in the industry—that of mobilizing all available credit and liquidating profitably existing inventories—is on the shoulders of the credit men. As an organization they must be prepared to meet the responsibilities which the industry has a right to demand of them.



Cheer Up—There are 2,000 Different Couplings for Fire Hose!

WHEN the town hall at Union Corners is going up in smoke, and the friendly fire laddies from neighboring Yonkers respond with ladder and hose, there's just a sporting chance that the couplings on the fire hose from Yonkers will actually fit the fire hydrants in Union Corners—and vice versa. We state this fact here because the history of the standardization of fire-hose couplings throws some interesting light on our own problem of standardizing voltages, frequencies and currents.

Away back in 1872 some unknown fireman, gifted with rare vision, concluded that fire-hose couplings ought to be uniform and standard, so that in times of emergency, hose lengths gathered hastily from all sources could be connected together or to any hydrant.

Since that time, however, ingenious designing engineers and industrious manufacturers of fire-hose couplings have been busily making new types of couplings that would fit nothing else but special systems of their own. In fact, this progress (?) has now reached the point where a writer for the *Helix*, the house organ of the Greenfield Tap & Die Corporation, recently saw "in the plants of two prominent manufacturers of fire hydrants gages of more than 2,000 different sizes of threads which are maintained for the duplication of orders,

whereas the standard sizes are only four." And of the 8,000 communities having fire-hose fittings in service, only 15 per cent today use the National Standard fire-hose thread, though 70 per cent have threads that could be readily resized to fit.

What you think of this progress in the standardization of fire-hose couplings depends on which way you look at the subject. But they seem to have us electrical fellows lashed to the post, for since 1872 they at least have had a *national standard* to aim toward. And that is more than our \$2,000,000,000 electrical industry has been able to arrive at. In respect to voltages, frequencies and currents, we haven't even a standard yet!

Neglecting the Mother of the Industry

INTERIOR lighting gave birth to the electrical industry and for many years supplied it with its sustenance, nourishing it to maturity with the faithfulness of true motherhood. But now that the industry has become a prosperous giant, is it to become also an ingrate?

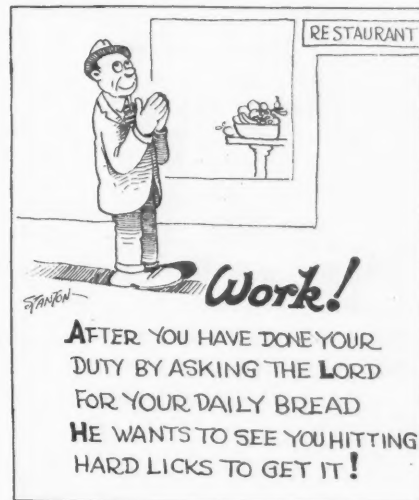
If we scan the numerous fields of the electrical industry do we find one which has been more neglected in the general advance than residence lighting, notwithstanding the fact that this field was for years the bread and butter of the electrical business? There are from six to seven million houses in this country wired for electrical service. It is safe to say that many improvements in wiring, fixtures and lighting effects can be made in an overwhelming majority of these by introducing the slogan of the industry—"Service"—into residence lighting. These improvements can be made without entailing expense out of proportion to the benefits of good lighting. In the immediate future perhaps a million more houses will be built which should be lighted according to the standards of modern knowledge of the utilitarian and artistic possibilities of good lighting. Considering its importance in making a home a thing of joy, lighting is one of the most inexpensive commodities the public can purchase.

To Make the Accounting System a Qualification for Credit

FAR too many electrical contractor-dealers are overlooking the value of the standard accounting system. Too many fail to appreciate the importance of establishing sound credit relations with their jobbers, with manufacturers, and especially with their own local bankers. These men are not accountants, and they are not of a financial mind. It is only natural that they should fail to see the necessity for adopting a standard system, fail to see the value in accounting uniformity in the retail electrical trade, and hesitate or refuse to install the system because of the initial and upkeep expense.

To help correct this unfortunate condition it has been suggested that the use of the standard accounting system be made a qualification for full credit granted by the electrical jobber. This would make the use of the system a sort of measuring stick on the credit allowed by the wholesaler. Of course the advantages to the jobber of the adoption of the system by the contractor or dealer are instantly obvious to the latter and it would be only natural for him to resent

suggestions from the jobber if he thought only the jobber would benefit by his use of the system. Hence, if the credit manager of the electrical jobbing house is going to sell the system to the contractor or dealer, it is of first importance that the credit manager begin by demonstrating the very real and very definite advantages which accompany the installation and maintenance of the accounting system and which accrue to the contractor or dealer himself. If this is done, both parties should profit by making the use of the system a qualification for credit.



Selling Will Sell!

THE trend of prices in the general market will bring no surprises to the man who looks beneath the surface symptoms and foresees the coming cure.

In the electric shop both the economies and the psychology of the present price condition are the same as in all other businesses. The thing to do is to buy the stock that promises a quick turnover, to sell off idle stock that ties up capital, even if it is necessary to forego the usual profit, and to put power behind the goods that appeal today to the public state of mind.

The dollar will be worth more and more as time goes on. But the change will be gradual. It will be as safe as it is sure. It will give time to every man to turn his business over without loss if he will keep his mind on the market psychology of the times and push the goods that serve an economic purpose and justify themselves.

In the electric shop this means, put energy into the labor-saving lines. Buy carefully. Keep your loans as low as possible. And don't worry about prices.

Our job is to go out and prove that—*Selling will sell!*

All We Need to Do Is Go to Work!

A little more than two years ago there was reason to be uneasy, for 2,000,000 Americans were beyond the sea, engaged in a struggle with a malign power, the issue of which was still in doubt.

Today that power has been driven from the face of the earth. The world is again a safe place to live in, and all we need to do is go to work to insure our own happiness and prosperity.—*The New York Tribune.*



Ideas for the Man Who Sells



A Contest in Lilliputian Penmanship that Boosted Cleaner Sales

The man who engraved the Lord's Prayer upon one side of a gold dollar so skillfully that it was perfectly legible under a magnifying glass has many fitting prototypes among the competitors in the contest recently conducted by the Superior Electric Company, Dallas, Tex., in an electric vacuum cleaner campaign.

Rewards were given to the nine contestants who wrote the word "Torrington" the greatest number of times upon a card of standard post-card size without joining or crossing the words. The winner in this test of Lilliputian chirography inscribed the word 2,752 times upon the card, every letter being plainly discernible under a magnifying glass. During the contest the word was written more than 700,000 times.

"The objects of the contest were twofold," says D. H. Murphy, president of the company: "First, to get

*Plans, Schemes and Methods
Gathered from Successful
Selling Experience to In-
crease the Sale of Electrical
Appliances*

the public writing the name as often as possible, thereby indelibly impressing upon their minds the word 'Torrington'; second, to obtain a list of prospects from the names of the contestants. The only condition of the contest was that the competitor mention on the reverse side of the card a leading feature of the 'Torrington.'"

Convenient Outfit for Practicing Wireless Code

An inexpensive outfit for buzzer practice may be easily constructed by any amateur from material obtainable from any electrical supply dealer.

Such an outfit may consist of a bell-ringing transformer, a standard telegraph key and a high-pitched buzzer all wired and mounted on a

suitable base. The use of a small transformer eliminates dry-cell troubles and produces a note more nearly like that of the large stations.

A beginner may soon learn the wireless code with such an outfit and thus become an efficient operator.

Jiggs and Mary Help Sell Appliances



Maggie Asks Jiggs Why, with Electricity in the House, She Fails to Get Advantage of It—She Reads Him a Few Things Out of the Paper.

"Jiggs, you're a piker, that's what you are, a piker. Daring all these years that we've had electricity in the house, all we have had is light. LIGHT, what's light? Light is the commonest thing in the world. Candles and lightning-bugs give light. What I want is CONVENIENCES."

"Now Jiggs, listen here. I break my back every week washing for you, rubbing your dirty socks and shirts on the board. That's old-time stuff, Jiggs. Why don't you go up to the

THE CENTRAL ELECTRIC STORE

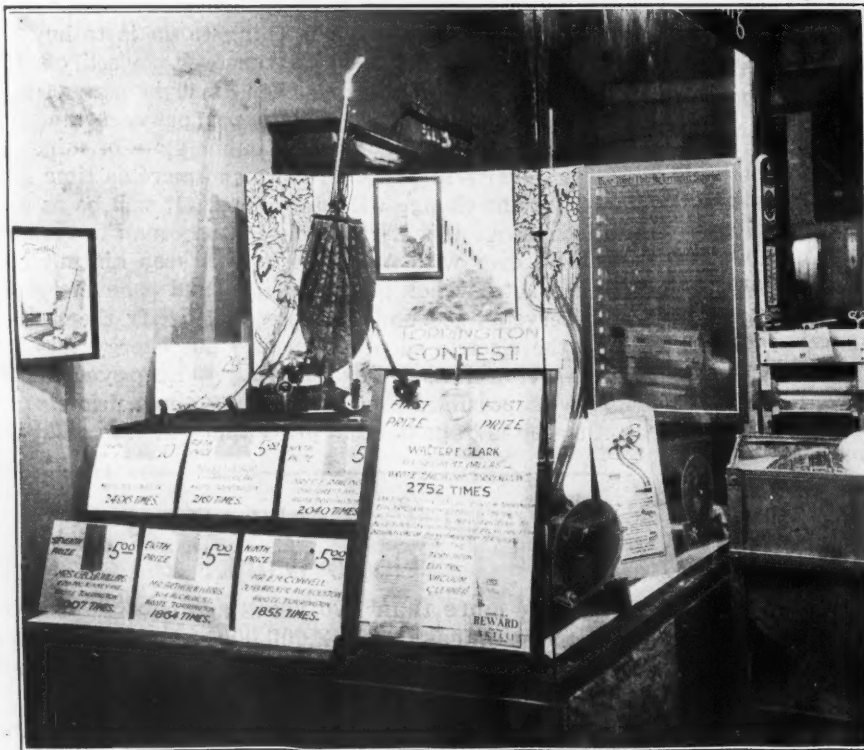
E. McCauley Prop.
—and buy me a THOR WASHING MACHINE and an IRONING MACHINE, the laundry twin! Then if you have any money left, you might get me an Electric Vacuum Sweeper, a Wagg or Universal Electric Iron. Then, Jiggs, an electric curling iron wouldn't go bad. You know, Jiggs, if you would only exhibit a little horse sense once in a while I would love you ever so much."
"Alright, Maggie, I'll get you every one of those things if you will let me go down to Dugan's tonight."

The advertising manager of the *Democrat*, Urbana, Ohio, has originated an interesting series of ads for a local dealer, picturing Jiggs and Mary, the well-known characters developed by George McManus, the cartoonist. This advertising series, entitled "Jiggs and Mary Know Where to Shop," gives their pictures and conversations concerning the articles to be advertised and the places they may be obtained. The accompanying advertisement is a sample that illustrates the idea.

Are You Satisfied with the Name of Your Store?

There is so much publicity value in the name of a store that it is worth every dealer's while to stop occasionally and ask himself, "Am I making the most out of my name? Is the name of my store in itself an advertisement? Is it making it easy for people to remember my store when they see the name in unexpected places?"

"Bill" Goodwin thinks the dealer who calls his store merely "The Electric Shop" is missing one of the big chances of his business. If there are two or three electrical stores in the town, who is to know which "the electric shop" is? "Use your own name for your store," says Mr. Goodwin. "You're not ashamed of it, are you? Spread it across the



This was the window display put on by the Superior Electric Company, Dallas, Texas, at the close of its recent vacuum cleaner contest, when prizes were awarded the nine contestants who wrote the word "Torrington" the greatest number of times upon a small card. Besides popularizing the name of the cleaner the contest gave the company the names of several hundred prospects.

top of your store, in the biggest letters you can find; shout it in your newspaper ads, put it on your letter-heads, make it known that *you're* the electrical man in town, so that when people think of electricity they automatically think of you and your store. Even if your name's Smith, make it known so that Smith forever after stands for electrical goods in your town!"

STEER CLEAR OF WORDS UNFAMILIAR TO PUBLIC

Another good rule to follow is to keep out of the title words that convey little to the lay mind, particularly to women—such as "equipment" or "appliance." Curiously enough, the word "appliance" means least to the consumer to whom it should mean most—the housewife. Linked up as "household appliance," it is slightly better, but every woman will instantly respond to "electrical household helps, tools, specialties or conveniences."

A good plan is to convey in the name the idea of "electricity as an efficient servant." This is the idea behind the name of "The Electric Maid" shop of Portland, Ore., and the more recently opened "Electric Servants Company" of 24 Colonial Arcade, Cleveland, Ohio.

Sell Radio Outfits to Farmers to Receive Radio Quotations

Market quotations, furnished daily by wireless to farm homes throughout New Jersey, will keep growers supplied with prices of their products. The system to be inaugurated by the State Bureau of Markets in co-operation with the federal bureau has been announced in an invitation to farm boys to study wireless in order that their parents may avail themselves of the service.

The quotations and other information of special interest to Jersey farmers will be flashed from the government wireless station at Washington at 5 o'clock each evening.

Amateur stations, to tune in an instrument with a rotary spark for the market messages, will require an instrument with a rotary spark gap and a 400-meter wave length. The message will be twice repeated and will be sent slowly enough for an amateur to jot it down, if necessary, in dots and dashes for later interpretation.

Some Things Your Chamber of Commerce Can Do for Local Retail Trade

Activities of commercial organizations in retail trade extension work are set forth in a comprehensive and instructive bulletin just issued by the Chamber of Commerce of the United States at Washington. The material contained in the bulletin was gathered from all parts of the country where different methods of trade extension work have been carried on.

Some of the special methods of promoting retail trade discussed in the bulletin are: Acquaintance Trips and Community Houses, Special Retail Sales Days, "Dollar-Day" Sales, Other Special Day Sales, Spring and Fall Openings, Salesmanship Clubs and Retail Selling Classes, Compilation of Mailing Lists.

The bulletin specifies that the re-

tail trade work of the Chamber of Commerce includes a number of activities which are not directly related to the trade promotion or extension, such as:

Obtaining speakers to address merchants on retail trade problems.

Prosecution of transient merchants who have not complied with local regulations.

Championing cause of retailer in all legislation affecting his interest, local, state or national.

Protecting members against advertising mediums which have no advertising value.

Promotion of co-operative delivery, uniform closing hours and holiday agreements.

Obtaining the adoption of uniform rules concerning the return of merchandise, granting of discounts, etc.

Conducting of pay-up campaigns.

Obtaining from organizations in other towns and the issuance to its members of confidential information on check forgers, shoplifters, fake solicitors and all kinds of frauds.

Exchanging of credit information among its members.

We Have Electrically Heated Clothing for Aviators—Why Not for Other Outdoor Workers?



Aviators who ascend into the regions of freezing cold at high altitudes are provided with electrically heated clothing which, without being thick or bulky, keeps the body warm within. Since the average human body radiates heat at the rate of only about 60 watts—approximately as much as a 16-cp. lamp—the amount of electricity really required to keep a person comfortable is small, if the heat energy is applied directly in the clothing itself. Self-heated garments like those shown on these aviator gentlemen would be mighty handy for winter wear by outdoor workers right here on the ground. We urge that some enterprising manufacturer get busy and provide watt-warmed waistcoats for policemen, motormen, automobilists, cranemen, bridge tenders, astronomers, outdoor sleepers, and other fresh-air enthusiasts. We can see an immediate and sizable market for such a line.—EDITOR.



The Appliance Saleswoman



The Meaning of "Service"— Making Buying Easy for the Customer

The word service is a very much abused word. Very often it is used to mean a great many things but the very thing that it does mean. It does not mean giving a lot for nothing. It does not mean spending a lot of money on the customers. It does mean making it easier for the customer to spend his money.

A pleasant smile is a service rendered to the customer. The smile makes that customer feel in a better humor. It makes life seem more optimistic. It puts him into the attitude of mind where it is easier to spend money. A scowl, on the other hand, has a shriveling effect. It tightens up the pursestrings by making things look darker than they are. Though the smile costs nothing, it is a form of service, because it makes the spending of money on the part of the customer a less painful operation.

Advertising, window displays, store displays, anything that is done to give people information in regard to the goods which are for sale is a form of service. This information makes it easier for people to select those things which they need, those things for which they will receive the most for their money because they best fit their needs. It all makes it easier for the customers to spend their money intelligently.

Another form of service is telling people how to use the things that they buy or how to prepare them in such a way as to get the very best results; in other words, helpful information in regard to the use of the goods that they purchase. The directions that the manufacturers place upon the packages do this to a certain extent, but further information that the seller can give to the consumer will be just so much added service.

Service, that is real service, is merely paying close attention to the little things that make it easier for people to spend money. It is this sort of service that never fails to pay big dividends.

An "Idea Exchange" for the
Women Who Sell Electrical
Labor-Saving Appliances for
the Home

Starch Linen When Sprinkling

In selling an electric ironing machine, a little piece of advice to give the purchaser is this: In sprinkling table linen to be ironed, use a glass sugar shaker, and in the water put a little cold starch (about a tablespoonful to a quart of water). The linen will iron with about the same stiffness as when new.

Selling the Electrical Idea at Cleveland

Illustration of the
Electrocute Paper.
Fig. 22.

Electrocuting a Grouch



"Must you go?" asked Mrs. Lakewood.

"Yes," reluctantly answered Mrs. Newed, as she gathered up her crocheting. "The house is in terrible condition and I have dinner to get. Then I suppose helping with the dishes won't improve Jim's grouch."

"Why, what's the trouble with Jim?" asked Mrs. Lakewood, eyeing with amusement her young friend who had yet to celebrate her first wedding anniversary.

"Oh, he doesn't want to lift his hand around the house and without any help there's always so much to do."

"I know, dear," replied Mrs. Lakewood, "Harry was the same way until I cured him—or perhaps I ought to say cured myself, for that's what really happened—cured myself of being a slave to housework."

"How ever did you manage it?" queried Mrs. Newed earnestly.

"Well, you know Harry works hard. He's at business early and late and I really didn't like asking him to pitch in and help me around the house. I felt he was entitled to a little time to himself."

"On the other hand," continued Mrs. Lakewood, "he didn't want me to be tied down here twenty-four hours out of the day, so we compromised by getting electricity to do all the drudgery."

"So that's why your house always looks neat as a pin," interrupted Mrs. Newed.

"That's the secret, my dear. We bought every electrical house-keeping device we could find—a vacuum cleaner, a washing machine, an electric iron, a dish washer, a grill and half a dozen other things. They work like a charm and the effect on Harry's disposition has been wonderful. He says the same thing of mine. He remarked this morning that I look as young as the day we were married. I know I'm feeling happier."

Mrs. Newed looked like a shipwrecked sailor who sights land.

"Thanks for the advice. I'm going home and electrocute Jim's grouch. I'm going to buy every labor-saving electrical device on the market. Just as soon as the dishes are done, Jim and I will sit down and

Shop First in the
**PLAIN
DEALER**

First Newspaper of Cleveland—Sixth City

"Electrocuting a Grouch" is a little human-interest story of how one woman told another, a bride of less than a year, how to keep happiness in the home by eliminating drudgery and overtime labor both for herself and for her husband, through the use of electrical housekeeping devices. It will appeal to every woman as a means to keep her husband's affection, and to every man who doesn't want his wife to develop into a household drudge. And it's more effective than a hundred of the more conventional ads would have been in the Cleveland Plain Dealer, in which it appeared in three-column, three-quarter length form.

Some Points to Stress in a Washing Machine Demonstration

BY JULIA B. GRADY

Most electric clothes washers today will do all that is claimed for them, and when they don't it is usually because the housewife doesn't understand just how to work them. That is why the demonstrator should be absolutely sure that her customer understands the washer.

First, it is important not to overload the machine. Many housewives or laundresses disregard the water line marked on the tub, or else put in more linen than the tub will stand.

The second requirement for complete success is to use soft water. Where the natural supply is "hard," it must be softened with washing soda or other water softener. One-half cup of soda is usually enough for a tubful of water, and it should be added, of course, before any clothes are put into the water.

Soap is another important factor. It must be of a good quality and is best when dissolved in boiling water. Finally, very hot water should never be used in the washing machine unless the clothes have been previously soaked in lukewarm or cool water, because hot water sets many stains and spots, instead of loosening them. After they are run through the machine, the clothes should be given a hot, scalding rinse. Occasionally there will be necessity for boiling.

Convincing the Silent Customer

"One thing that makes it easy for me to sell household appliances," says a saleswoman in a Philadelphia electric store, "is that I know every woman who comes in really wants to be convinced that she ought to buy. I keep that thought uppermost in my mind and never forget it for an instant, no matter how indifferent she appears on the surface. If she goes out without buying I know she is as disappointed as I am, for the appliance did not come up to her expectations. The fault was in my salesmanship.

"This is especially true with the silent customer—the woman who won't talk or let you see whether she agrees with you or not or tell you her objections. Men are easily discouraged with such a customer. They think she isn't interested. But every woman is interested in the tools that will make her housework easier—she can't help but be—and that is why I keep plugging away at the silent customer.

"Usually there is some question deep down in her mind, which she hasn't even put in words to herself, but which she is unconsciously waiting for me to answer. By tactfully questioning her and finding out the conditions under which the appliance will be working in her home I bring this objection to light. Then I find that she has really agreed with me on all I said before, but her uncertainty on this one point was just great enough to make her postpone buying if I hadn't found it out."

"The Dance of the Winds"— A Fan Window Display Idea

BY M. M. KENNEDY

No real merchant today can overlook the kewpie doll. The popular demand for this fascinating individual has put her on the display counters of nearly as many kinds of stores as there are varieties of her. Here is an idea which the electrical dealer can use to make her dance both for the entertainment of his patrons and for the benefit of his fan sales:

In the center of the display window is a large box with a loosely joined lid. Within the box a fan blows its breeze upward against the under side of the lid. On top of the lid, but suspended from the ceiling, stand four kewpie dolls, dressed in tulle of the colors of the winds.

The agitation of the lid by the breeze from the fan causes the dolls to dance and turn, as on a miniature stage. To serve as footlights, a Christmas tree outfit is strung across the front of the box. Below the box are several balloons, on which are painted bald-headed types of the front row at the theater, winking and smiling. Fans on each side of the window blow on these, giving them a wagging motion.

A sign, "The Dance of the Winds," announces the act to the audience in front of the display window.

Rainbow-Colored Suds for Washing Machine Display



Rainbow-colored lights playing on the moving soapsuds attracted constant attention to this washing-machine display.

An interesting window display used by the Electric Appliance Company of Seattle, Wash., was a single washing machine containing suds that piled up 18 in. or more, made with borax soap and hot water.

To make the display still more striking, a many-colored revolving screen was mounted on the ceiling

of the window and a high-powered auto searchlight placed behind it. This threw a changing colored light on the billowy mass of moving suds and gave the effect of lights inside the washer.

Using Test Data in Selling Electric Sewing Machines

The Hartford (Conn.) Electric Light Company recently put on an effective sewing machine display, in which the results of a test by G. P. Luscomb, manager of the appliance department, were printed on cards showing the greatly increased production with the electrically operated machine. The cards read:

Old Foot-Power Machine

This machine does excellent sewing, but it requires lots of hard work to do it.

To sew 1 ft. of material, this treadle must be pushed seventy times and it takes fifteen seconds to do it.

This is the reason why women gave up sewing and purchased their clothes.

Electric Sewing Machine

This machine does excellent sewing, but does not require any hard work.

To sew 1 ft. of material this pedal must be pushed only once, and it takes but seven seconds to do it!

This is the reason why women are again making their own clothes and reducing the cost of dressing well.

Model Kitchen and Laundry Featured in New Connecticut Store



A model electrical kitchen and laundry, glass-enclosed and set in the rear of the display room, is one of the attractions of the new store of the Whitall Electric Company, Waterbury, Conn., which no woman can leave without seeing. As the picture shows, the kitchen has transparent windows, and features all the labor-saving devices that every housewife places in her "dream kitchen." For the lighting of the display room, groups of 50-watt C-4 lamps (the new White Mazda bulbs) are used. A cabinet for fuses, sockets, etc., is half way down the room. The fixture display room is in the basement.



The Jobber's Salesman



Buck Fever

The young salesman making his first call on a really big buyer is likely to experience buck fever. A salesman may have an attack of the same sort of scare when he has to quote advanced prices to a close buyer, or when he finds it up to him to explain away certain unfortunate occurrences in a grouchy buyer's dealings with the house.

But listen, fellows! This buck fever is all in your own brain. There is really nothing to be afraid of. The worst buyer to handle isn't going to bite or kick you. All your buck fever amounts to is a fear that you aren't going to be able to handle the proposition.

Well, you know how it is when you get buck fever trying to shoot your first deer. You can't shoot any too close when you aren't shaking as if you had the ague, and what will you do when that buck-fever fright sets the barrel of your rifle making figure eights in the atmosphere?

Buck fever takes away your normal ability. It puts you in such a state that you can't do at all the thing you ought to be able to do easily enough. The cure for this trouble is confidence. Just make up your mind that you are as good a

*Ideas Other Men Have Used
to Help Them Sell Goods,
and to Build Better Dealer-
Customers*

man as any buyer, that you are entitled to a respectful hearing, that you represent a high-class house entitling you to be treated with courtesy. Stand on your dignity a little. Brace right up and assume that there is just as much reason for the other fellow being afraid of you as for you to be afraid of him.

You can lick the buck fever and fire it out of your system just by getting control of your mind.

Ten Things that will Help You to Succeed

1. Think sanely.
2. Learn from mental superiors.
3. Learn to listen attentively.
4. Read the best newspapers and books.
5. Improve your memory.
6. Concentrate.
7. Don't worry.
8. Be systematic.
9. Weigh both sides.
10. Avoid inferior minds.

—The Mercantile Gazette of New Zealand.

Live Wires

Customers easy to land are customers easy to lose. Any salesman can get their business as easily as you get it.

You will never get to be a first-class salesman selling second-class goods to second-class dealers.

There is only one man who can prove you a failure and you are that man. Your success is in your own hands.

The more you advertise the freight car shortage, the raw material shortage, the finished product shortage, the labor shortage, the more likely you are to feel an order shortage.

The salesman who is satisfied with himself is usually satisfied with mighty little.

Sure! Play it safe if you want to, but remember the fellow who thinks of nothing but playing it safe never steals any bases.

The salesman who lets the railroad time-table be his boss is working for a concern that pays mighty poor wages.

The time to get started on the road to the top is today, not some day in the future when it is convenient.

Your customers will never become any more enthusiastic over your line than you yourself are.

For the man who has to be patted on the back all the while to keep him encouraged a swift kick might be more useful than all the patting.

Practical Instruction in Boxing and Crating for Shipping Men

In an effort to save shippers and manufacturers an estimated daily loss of \$500,000 due to poor packing and to the use of expensive and improperly designed containers for all classes of domestic and foreign shipments, the Forest Service of the United States Department of Agriculture has been conducting mechanical tests and commercial research at the Forest Products Laboratory, Madison, Wis., since 1915. As a result of this work a practical training course in boxing and crating has



Ed Hunt of the San Francisco office of the General Electric Company doesn't look as though he needed medical attention, but J. H. Jamison of the Westinghouse staff at Los Angeles seems to think that the recent golf game has induced acute palpitations of the seat of the affections, manifested by symptoms of a weak and fluttering pulse. Dave Harris of the Pacific States Electric Company (the one on the left with the conventional cigar) evidently diagnoses the case differently, unless, perhaps, he has merely misjudged the location of Ed's heart.

been laid out and in five days the students are taught how to make efficient containers which will deliver the contents in a satisfactory condition at a minimum cost. The dates set for the starting of the next three courses are Jan. 10, March 7 and May 2, 1921. A co-operative fee of \$100 payable to the Forest Products Laboratory is charged to partially cover the cost of the instruction.

"Mud Slinging Is for Geysers" —Not for Salesmen!

Yellowstone Park has many freaks of nature. Of the many geysers, there is one known as the "Mud Geyser." Its business is to shoot out mud, and it does it to perfection.

The ground is mud; the board you walk on is slimy with mud; mud everywhere. Very few venture near the geyser while in eruption. Many hesitate to go near even when it is silent. It is liable to go off any minute. If you make the venture, rubbers are a necessity. Good clothes are subject to possible ruin; the venturous one may play with death.

The harm done by the geyser is evident. It is disgusting to look upon such a hideous object. Every tree plastered with mud is dead, and dead forever. No foliage; no beautiful blossoms; no sweet odors, everything dead. The birds are even afraid to rest upon the mud-covered branches—in fact, everything seems afraid of the mud geyser.

* * *

Are you a mud geyser? Are you slinging mud? Lots of folks are. Are you one of them? Are you doing that which keeps people away from you? Are people afraid to come near you? Are you plastering everything about you with mud? Are you saying the unkind word? Are you telling the impure story? Are you telling the story untrue? Words, once spoken, cannot be taken back.

If you are slinging mud you are doing a vast amount of mischief. And you are causing others to carry on your propaganda. Like the mud geyser, you are working day and night.

Contact with us either elevates people or drags them down. Mud slinging causes us to be shunned. Only a fool wants to be plastered with mud. Get out of the mud-slinging business and scatter seeds of kindness. It pays both here and hereafter.—*The Methodist*.

Judging a Man by His Head

Dr. Charles F. Boger, director of personnel Electric Vacuum Cleaner Company, in "Scientific Character Analysis Practically Applied," tells how a man may be judged by his head with reference to his reason, perception and memory. He says:

"Note the illustration carefully. It represents three important divisions



of the interior part of the head. When this brain mass is fully developed it indicates that the possessor is more theoretical than practical. All people possessing such a development have certain degrees of originality and reason. They are inventive, creative, philosophical and apt to plan more than they can perfect.

"Eventuality or memory is situated

immediately in the center of the forehead. Persons noted for their memory of names, historical data, etc., and in committing to memory with little effort have a forehead as illustrated.

"Perceptive faculties are located in the lower part of the forehead immediately above the eyebrows. When that part of the head is the most conspicuous it indicates that the possessor learns more easily by observation than reflection. Such an individual may have a splendid memory for figures, color, size, weight, form, but deficient in committing to memory and reciting verbatim. Such development indicates one who perfects rather than originates.

CONSTRUCTIVE ABILITY INDICATED

"The width of the middle side head forward of the ears indicates the constructive, acquiring and secretive instincts of man, i.e., if the head is widest immediately above the temple it indicates constructive ability, be it of a literary or mechanical nature. It should be remembered, however, that the literary talents are manifested by the development of the upper forehead, known and herein shown as "reason." If the head appears widest immediately back of the construction it indicates the ability to save money, and if the portion of the side head, immediately above the ears, shows the greater development it indicates a reserve and, in fact, a secretive nature, one who keeps his own counsel and confides in few.

"When the widest part of the head appears immediately above the ears it indicates strong physical activity and destructive tendencies."



Folks who play together once in a while learn how to work together to best advantage. They know this fact in Philadelphia, where the other day the organizations of the Philadelphia Electric Company Supply Department and the Philadelphia office of the General Electric Company held a joint outing at McCall Field, attended by several hundred boys and girls of the two companies. The ringleaders of the day's activities, rounded up and here exposed to the camera's recording eye, are, from left to right, J. J. O'Brien, merchandising manager, Philadelphia office General Electric Company; S. F. Dibble, manager utilities division of same office; L. V. ("Jack") Garron, manager Philadelphia Electric Company Supply Department; G. P. Baldwin, manager Philadelphia office General Electric Company, and R. T. Power, assistant manager Philadelphia Electric Company Supply Department.

Electric Club of Chicago Is Mecca for Jobbers' Salesmen



of Chicago leased 6,000 sq.ft. on the mezzanine floor of the Morrison Hotel and changed over to a permanent quarters club on the first of this year. The club has about eight hundred members, a large number of whom are manufacturers' and jobbers' salesmen. The wants of club members are attended to by an experienced club manager, who devotes his entire time to the services of the club. In addition to other duties the club manager arranges for hotel reservations, secures theater tickets and arranges for dinner dancing and card parties for members. One result of this has been a big increase in the number of non-resident members, to whom such service alone is worth more than the yearly dues of \$15. Dining room service is provided by the hotel at moderate prices and without tips.

A Manufacturer's Statement of Selling Policy Toward Jobbers

"We believe in the jobber. He is an indispensable link in the chain of economical distribution," declares the Black & Decker Company, Baltimore, Md., in a statement of company policy just issued.

"Our jobber policy is carried out consistently. We have established branch offices in a number of the principal cities and will establish more of these as time goes on. No sales are made direct by these branch offices, nor will be. These offices are established as headquarters for the branch manager in charge of the territory and as a base for the missionary men working under him.

"Our sales plan is to sell an A-1 product to the actual user *through* jobbers, not merely to stock up a jobber and then go out and compete with him by making direct factory sales.

This is true even in the case of quantity users, such as other big manufacturers. We recognize the right of quantity users to concessions in price on large lots and have established a fixed scale as follows:

DISCOUNT FROM NET LIST PRICE

Orders for 20 to 29 machines.....	2½%
Orders for 30 to 39 machines.....	5%
Orders for 40 to 49 machines.....	7½%
Orders for 50 machines or more.....	10%

"As our own sales force naturally has a more complete knowledge of our goods than could be expected of a jobber's salesman handling a thousand different items, we do conduct negotiations with quantity users, co-operating with them in every way. The purchaser is entitled to buy, at the discounts specified, from the jobber or jobbers with whom he prefers to do business, receiving the advantage of the quantity price and immediate delivery from stock.

"Orders received by us by mail or obtained by our missionary men are concrete and practical.

"We believe the most important thing a manufacturer can do to assist the jobber is to center his efforts on advertising and selling for the jobber. It is obvious that as long as a jobber's stock is kept moving he will reorder almost automatically.

"We do not believe in exclusive selling rights. Competition is the life of trade. The tendency is always to grow lax where there is no competition. We do not grant exclusive selling rights to any jobbers, but

endeavor to hold our distribution at a point where each of our jobbers is doing a business of sufficient volume to make the Black & Decker line one of his leaders. We prefer to have only jobbers with established reputations for proper sales methods—jobbers whose policies have earned the respect of the trade.

"We believe that competition is just as beneficial to us as to any one else and ask no favors over competitors. We are content to have the amount of business we do depend upon the quality of our products and the soundness of our policies, plus our own ability. We individually and collectively realize the benefits to us of competition and do not ask jobbers to throw out a competitive line in favor of ours. If a jobber finds a competitive line profitable we would not be serving his best interests in persuading him to drop it. We do not fear competition. We never want to be in the position of the man who asks to have another discharged so he can get the job.

JOBBER SHOULD CO-OPERATE WITH DEALERS

"We believe the jobber should co-operate with his dealers. The jobber appreciates the right kind of co-operation from a manufacturer and the dealer appreciates it from a jobber.

"We do not believe in the use of fictitious prices to camouflage concessions, nor do we believe in price cutting, which usually means a loss instead of a legitimate profit to the jobber. We believe in a fair profit for the jobber and a square deal for the user. High prices are not conducive to a large volume of sales. Our net list prices, therefore, have been set comparatively low, allowing stock jobbers 25 per cent discount and non-stock jobbers 10 per cent discount. These are our only jobbers' discounts.

"We believe in advertising. Our advertising is original and aggressive, planned to be of the greatest value in promoting the sale of our products.

"It reduces our sales expense and that of our jobbers, enabling us to keep our net list prices where they belong.

"We do not believe in discrimination and offer the same measure of co-operation to all our jobbers, declining to give to one what we would not give to all."



Sales Helps for the Dealer



Cartons that Make Selling Easy

The importance which many purchasers attach to the wrapping of the article they wish to buy was evidenced recently by a woman who, asking for a certain brand of soap, received it in a flowered wrapping instead of the blue to which she had been accustomed. It was not until the clerk had opened it and permitted her to smell it that he convinced her that the soap was the same, only the manufacturer had recently changed the style of wrapping!

Cartons and wrappings that make it easy for the customer to identify the goods are powerful factors in making sales, which is the reason for the new orange-and-black cartons designed for its products by the Westinghouse Electric & Manufacturing Company. All the cartons are uniform in this coloring, and in addition they show pictures of the appliance in actual use. This feature enables a customer who may not be familiar with the name of the device to know at a glance at the picture what it is used for. Besides this, the cartons are intended to provide the dealer with an easy and at the same time effective method of trimming his window.

"On the Way Out"— Another Enemy of the Housewife, the Hot Water Boiler

Like the broom and washboard, which will some day take their places in the museums as quaint and interesting relics of the dark age of housekeeping, one more of those unsightly but necessary evils in the kitchen will undoubtedly eventually be thrown into the discard—the hot water tank. In its place, no doubt, will come "hot water at a turn of the switch."

The average housewife knows little about it as yet, and needs such a booklet as the Electric Boiler Corporation, Cambridge, Mass., is issuing, to enable her to picture her kitchen as it would look without the gigantic and often dangerous tank towering near her coal stove. This booklet describes in detail just what the "electric boilerette" is, how it

Show Window, Counter, Mail Advertising and Specialty Aids Which Manufacturers Offer to Help You Get More Trade

will keep a continuous supply of hot water on hand with no attention and with a minimum use of current, and how it can be installed under the kitchen sink or in the bathroom. A detailed analysis of water consumption for dishwashing and baths gives her an idea of the approximate cost of operation.



The new electric water heater may be stowed conveniently away under the kitchen sink—an illustration that will interest women, in the booklet on the "Electric Boilerette" brought out by the Electric Boiler Corporation, Cambridge, Mass.

Other uses for this automatically controlled hot water tank are illustrated with drawings showing the convenient installation of the hot water tanks in offices, garages, hospitals, factories, apartments, barber shops, etc.

Plenty of People Have Money to Buy, Right Now!

There are plenty of people who have the money right now to buy electrical appliances and will buy them if we all go after the business with a determination to get it. Dealers are in a position to know which prospects have money. Go after them—at this time don't bother about the others who have their possessions decorated with mortgages.

If I Were a Clerk, I Would Use Dealer Helps!

BY GEORGE FITCH

If I were a clerk in any man's store and the buyer took a new line of goods I would go out of my way to learn about those goods in order that I might be the most successful man in the store at selling them.

One of the things I would do to find out about the goods would be to get in touch with the salesman representing the manufacturer of the line. I would ask the buyer to give me a chance to talk to that salesman and I would put it up to that manufacturer's representative to sell me on the proposition just as he had sold the boss.

If he could overcome the objections of the store buyer and show him where the goods would please the customers and give satisfaction, then he ought to be able to show me and I would give him the chance.

KNOW WHAT THE MANUFACTURER IS ADVERTISING IN THE POPULAR MAGAZINES

Another place I would look for information about the goods would be in the advertising of the manufacturer—magazine advertising in the popular magazines and booklet and folder advertising in literature sent out by the house making the goods. I would certainly try to know as much about the line as the customers coming in and asking for the goods.

And I would look in the trade papers for advertising and special articles about such goods, and I would study the actual merchandise and the labels on the containers to be able to give my customers practical hints on their use.

It would pay me to do all this because I would be able to sell more of the goods and give my customers better service, and it would pay me because some day I plan to be something more than a mere salesman, and when that day comes the more I know about all sorts of merchandise the better able I will be to take a buyer's position, or a manager's position, or to become what I aim to be in time, the owner of a store of my own.

A Toy Airplane for the Kiddies "to Sail with the New Sun"



A paper airplane for distribution to children at fairs, carnivals, or as prizes in the schools, is a new way of reaching the children devised by the International General Electric Company, Schenectady, N. Y. "Sail me around the world with the new sun," is the message on the plane, which does the loop, flies straight, or makes fascinating tail and nose spins. The novelty comes in two parts, with directions for putting it together and sailing it. It makes an attractive gift for children sent by their parents to the electrical store. There is space on the wings for the individual imprint of the company using it.

First Aid to the Housewife— and Her Vacuum Cleaner

More than once an electrical dealer has trembled before the irate housewife who raged into his shop insisting that he "take back his old vacuum cleaner—it won't work anyway"—only to find out, after a precipitate examination of the cleaner, that the electrical connection was faulty or the dust bag long unemptied.

Many's the time, yes, that a sale has been ruined or a newly purchased appliance thrown into the discard by the housewife, not because the appliance was imperfect, as she thought, but because some slight attention had been overlooked on her part about which she knew nothing.

ELECTRICITY IS STILL A MYSTERY TO HOUSEWIVES

What every dealer should remember is that most housewives know practically nothing about electricity and often overlook the things that seem obvious to him when the vacuum cleaner or percolator "won't work." Hence, whenever possible, a careful book of directions and "first aid" hints should be given to every woman who purchases such an appliance.

Such a booklet is furnished on the care of the vacuum cleaner by Landers, Frary & Clark, New Britain, Conn. Its real helpfulness to housewives may be gaged by the following extract on "First Aid to Your Cleaner if It Does Not Work Satisfactorily":

See if current is on at the receptacle

by inserting electric light bulb. If bulb does not light up your electricity is off and should be reported at once to your lighting company.

If lamp burns, turn off current and make sure that the electrical connection at attachment plug is O. K., then screw plug tightly into receptacle.

Make sure trigger switch is pushed forward.

See that bearings are oiled.

Be sure bag is not too full of dirt and that the bag is properly attached.

See that revolving brush is clean and turns freely.

Be sure there is nothing in nozzle of cleaner to obstruct incoming air.

Unscrew caps at each side of the rear end of motor and see that carbon motor brushes are not worn out. They are about $\frac{3}{8}$ in. long when new, and if found to be less than $\frac{1}{4}$ in. long they should be replaced by new ones, obtainable at slight cost.

Be sure terminal caps, on each side of front oil holes, are tightly screwed down.

If excess sparking is noticed, "square up" the ends of carbon brushes that are worn down in concave shape. Properly wipe them off before replacing.

"Pictures Talk Where Words Fail"

Posters and large colored cut-outs supplied dealers by manufacturers are more effective today than ever before, according to Leonard Dreyfuss of the United Advertising Corporation of New York City. The reason, as Mr. Dreyfuss saw it, is that thousands of working people who do not have the reading habit are earning big wages and have more money to spend than they had ever known in their lives.

"The last five years," he said, "have seen an influx in most cities of thousands of new people attracted by war industries. These persons are unfamiliar with the old established channels of shopping. They are mostly workingmen and their families, who can understand readily a pictorial message and who are attracted by the large size and dominating color of posters."

It is the highly paid workingman, too, whose family, while demanding all the home comforts which they have hitherto been denied, are unfamiliar with electricity. Show them what electrical conveniences mean in the home, and they will buy. But "tell it with pictures."

Picture posters and colored cut-outs, displayed conspicuously in show windows and on counters, will mean more to them than printed descriptions.

When Electricity Is—and Is Not—a "Convenience" in the Home

"Convenience" is so apt a word in the selling literature for electricity, as an advertising man observed recently, that it is almost in danger of being overworked. A few decades ago, it is true, electricity did seem to us unqualifiedly the greatest "convenience" to be hoped for in every home. Like every other great improvement, however, as soon as it has become popularized, the small objections which were overlooked at first now assume undue proportions and create rifts of dissatisfaction.

For example, even the small task of removing a lamp to make room for an appliance is now regarded as a serious inconvenience. It is this point which Harvey Hubbell, Inc., of Bridgeport, Conn., brings out in its



A pot of tea, a lamp and a cozy talk on the summer porch, made possible by the convenient wall receptacle—an illustration from "For Milady's Convenience," now being distributed by Harvey Hubbell, Inc., of Bridgeport, Conn.

new booklet, "For Milady's Convenience," a presentation of its flush receptacles and current taps.

A series of attractive pen and ink drawings shows the various household tasks which would be hampered, if not made impossible, by the absence of flush receptacles and convenient taps. For example, one picture shows how the duplex receptacle makes possible the simultaneous use of a fan and a dishwashing machine; another, how a wall receptacle enables mother to sew in the coolest corner of the house; another, how a duplex receptacle serves both phonograph and floor lamp for a dance in the living room.

The Moe-Bridges Company, Milwaukee, Wis., is issuing a new catalog covering its complete lines of lighting fixtures, illuminating glassware and parts. Through written copy interspersed throughout, the catalog presents certain high spots intended to aid the dealer in obtaining a quicker turnover.



Gossip of the Trade



Westinghouse Agent Jobbers to Meet Week of May 16

The Westinghouse Agent-Jobbers' Association will hold its next annual meeting at the Homestead, Hot Springs, Va., during the week of May 16, which is the week preceding the convention of the National Electrical Supply Jobbers' Association, also at Hot Springs. At a meeting of the executive committee of the association held at Hot Springs during the week of Nov. 29, H. T. Pritchard was elected treasurer to fill the place of J. E. McClernon, the former treasurer of the Westinghouse Agent-Jobbers' Association, who recently resigned because of severing his connection with the Northwestern Electric Equipment Company. Mr. McClernon plans to devote his entire time to personal business matters in the far West, in which he is interested.

Rochester Dealers Celebrate "Goodwin Day"—300 at Banquet

More than three hundred electrical contractors and dealers, public utility men, jobbers and manufacturers from the northern part of New York State attended the "Goodwin Day" celebration held under the auspices of the Rochester Electrical Contractor-Dealers' Association at the Powers Hotel, Rochester, December 13. John J. O'Connell, chairman of the Rochester Electrical Contractor-Dealers' Association presided and introduced as toastmaster Clarence Wheeler, president of the Wheeler-Green Company, electrical jobbers of Rochester. Thomas F. Chantler of the Society for Electrical Development, New York City, spoke on "What the Society for Electrical Development Does to Help Its Contractor-Dealer Members in Business"; O. H. Caldwell, editor of *ELECTRICAL MERCHANDISING*, outlined the opportunities in electrical-appliance selling for 1921; William M. McDonald, chief electrical inspector of Rochester, spoke on "What the Electrical Industry Owes to the Public"; Samuel Adams Chase, Westinghouse company, Pittsburgh, talked on the Goodwin Plan and better wiring; Robert M. Searle, president Rochester Power & Light Company, told of the development of the electrical art, and William L. Goodwin closed the program with an inspiring address, taking up the topics of (1) the next steps in the application of the Goodwin Plan, (2) cut-price difficulties in local merchandising situations, (3) the local labor situation and (4) the need of the utilities for better financing.

Glimpses of Electrical Men at Work, at Play, and in Convention—as Caught by Lens and Pencil

During the evening a remarkable wireless-telephone demonstration was conducted by Lawrence Hickson and Albert Esler, who received by radio music transmitted from Cornell University at Ithaca and from other places distant from Rochester. The Rochester Electric Quartet, consisting of Messrs. O'Connell, Clark, Jones and Bayer, rendered musical selections.



The other day F. J. Gottron, general manager of the electric division of the P. A. Geier Company, Cleveland, sent out a notice to the trade that the price of Royal electric cleaners would not be reduced. It remains for *ELECTRICAL MERCHANDISING* to give the reasons why of this non-reduction. Reading from left to right these reasons are: Bud Gottron, Kid Gottron, Tiny Gottron, and Young Gottron, with Gottron, Junior, out of the picture but very much present when the pie is being cut. "Whadaya mean, price reduction?" exclaims F. J. "Leave price reducing to bachelors, not to a man with five nosebags to fill."

Frank F. Fowle & Company, electrical and mechanical engineers, Monadnock Block, Chicago, are successors to the firm of Fowle & Cravath, following the removal of James R. Cravath to California, owing to the ill health of a member of his family. The new firm will continue the business at the same address, covering the field of electrical and mechanical engineering as heretofore. The advisory services of Mr. Cravath in illuminating engineering matters will still be available, as he will retain a connection with the firm.

Tacoma, Wash., Starts Co-operative Campaign

The Tacoma Association of Electrical Contractors and Dealers was host, in the Commercial Club rooms, to about fifty representatives of interests allied to those of the association, in an effort to start an educational campaign in the interests of the electrical dealers and contractors of the city. For this purpose, the association will spend a total of \$50,000 within the next two years in the states of Oregon and Washington, it was announced at the meeting. The association is seeking to create a better feeling among its members, the jobbers, the equipment manufacturers, the insurance companies and the public. The address of welcome was given by David L. Dickson, president of the Tacoma Association of Electrical Contractors and Dealers. Llewellyn Evans, superintendent of the city light department, gave a short talk on the status of the Cushman power site suit.

Other speakers of the evening were S. G. Heppler, president of the Washington Association of Contractors and Dealers; W. M. Meacham, member of the advisory committee of the Northwest Electrical Service League, under whose direction the publicity work for the coming two years has been planned; J. E. Lee, national representative of the International Brotherhood of Electrical Workers; R. E. Borhek, representative of the Tacoma Association of Architects; J. H. Kelly, manager of the Tacoma branch of the Western Electric Company; Forest E. Smith, state secretary of the Association of Electrical Contractors and Dealers, and H. A. Patton, representing the National Board of Fire Underwriters.

George Ainsworth Undertakes Artistic Standardization of Fixtures and Parts

George Ainsworth, author of the article "Good Taste—and the Selection of the Right Lighting Fixtures," in the October issue of *ELECTRICAL MERCHANDISING*, has resigned as chief designer for the fixture house of Edward F. Caldwell & Company of New York City and has opened an office at 576 Fifth Avenue, New York City, where he is undertaking the development of a wholesale manufacturing and distributing company for inexpensive ornamental lighting fixtures for small residences. For a number of years Mr. Ainsworth has been giving a great deal of study to the artistic development of the typical American home. He is primarily an architect, having received

New Merchandise to Sell and Where to Buy It

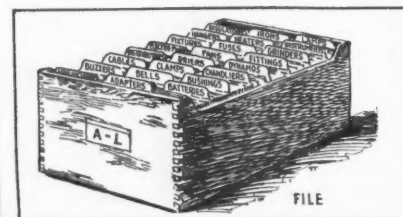
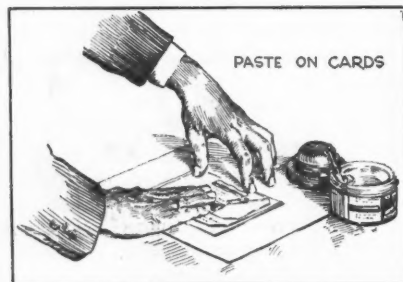
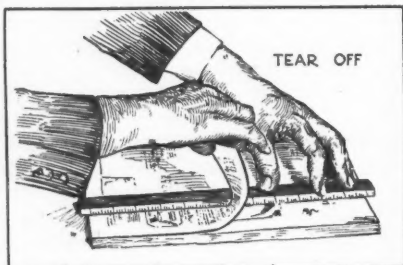
*Appliances, Socket Devices and Wiring Supplies Which
Manufacturers and Jobbers Are Putting on the Market*

Including Many New Appliances to Lighten the Labor of the Home

How to Use These Pages to Make Your Own Buying Index

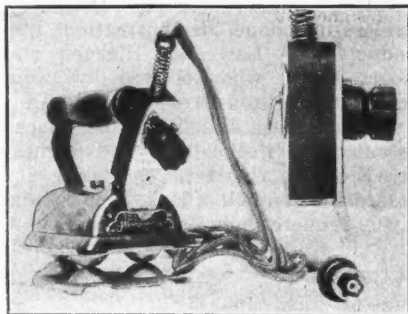
Beginning with the September, 1917, number **ELECTRICAL MERCHANDISING** has been furnishing its readers with the selective new-merchandise catalog service continued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on what is made and who makes it right at your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.



This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of **ELECTRICAL MERCHANDISING**. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.



Plug Which Automatically Cuts Off Current from Overheated Appliance

From *Electrical Merchandising*, January, 1921

A plug for electric irons and other heating appliances, which automatically breaks off the current when the iron becomes too hot, is a new device approved by the board of underwriters and designed to minimize the danger of fire caused by forgetting to disconnect the appliance. The plug is designed so that when the temperature reaches a predetermined degree, usually 400 or 500, the circuit is automatically broken; but when the plug is cooled again, it may be returned to operation without replacing any parts, simply by turning the switch on the plug.

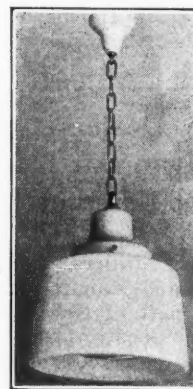
The plug is attached to the iron through the ordinary method of contacts in the base. It is a new development of the Sieben Merchandising Company, Gumbel Building, Kansas City, Mo.

Lighting Unit

From *Electrical Merchandising*, January, 1921

A lighting unit just perfected by the Mitchell Vance Company, Inc., 503 West Twenty-fourth Street, New York City, under the trade name "T. R. B. Lighting Unit," is made in four sizes for use with 75, 100, 150, 200, 300 and 500 watt Type C lamps. It is made perfectly plain for use in stores, offices and industrial plants, or in a more decorative form for the home, club or hotel.

The shape of the glass is intended to give good light diffusion with maximum distribution over the working plane. The flat, wide top creates a softly diffused light over a wide area on the ceiling, without the presence of shadows or light rings. The large flat surface in conical form produces a low intrinsic brilliancy and gives a softly diffused light. The convex center, or bullseye, in the under part concentrates and distributes the illumination over the working plane, and the downward light by reflection from various planes inside of the globe helps to create additional diffused light on the working plane.



The units are made in hanging types and also in close-up ceiling types. A switch arrangement fits all canopies where individual control is desired. "Celestialite" glass is used.

Intercommunicating Telephone System

From *Electrical Merchandising*, January, 1921

In the home and other places, the opportunities are many for the installation of an intercommunicating telephone like that made by the S. H. Couch Company, Inc., Norfolk Downs, Boston, Mass. The "Yankee" phone provides a two-party private line where the speakers are in the same or a near-by building—for example, from the house to the garage, from kitchen to maid's room, from upstairs to downstairs, etc. Two styles of the phone are made—the wall set and hand set. The wall set consists of the 6½ in. x 4½ in. metal box, the works mounted in unit

form on a steel frame, and the transmitter with its self-contained carbon chamber and metal diaphragm. Hook and button springs have sterling silver contacts. In using, just a pressure on the button gives the signal.

These telephones are adjusted to ring through a resistance up to 7 ohm at 3 volts. Circuits of great resistance require additional batteries at each telephone. Dry cells are used. They can be connected on a two-wire line with dry cells at each end or on a three-wire line with dry cells at one end.

Besides this system, the same company makes other models of intercommunicating phones for use in stores, workshops, warehouses, schools, offices, hospitals, libraries, hotels, etc.

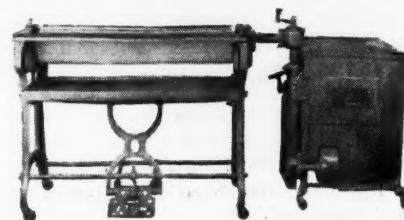
Ironer Operating from Clothes Washer

From *Electrical Merchandising*, January, 1921

The principal feature of the new "ABC" ironer developed by the Altorfer Brothers Company, Peoria, Ill., is that the ironer may be driven direct from the "ABC" washer, with which it connects up by simply lifting the wringer off the post and putting the ironer drive assembly in its place. Thus the housewife has a complete laundry unit from one motor. The ironer will fit on all "ABC" washers in use at the present time.

The new ironer is foot-controlled. The roll is of steel, electrically welded, and all moving parts are enclosed. The present models are heated by gas, but the com-

pany will shortly make models heated by gasoline and electricity. In operating, every time the tension is released, the shoe drops away from the roll four inches, allowing access for waxing or cleaning the shoe. The roll is 45 in. long.



Pull Devices with Luminous Acorns

From *Electrical Merchandising*, January, 1921

Luminous pull chains or switches to enable one to locate the switch in the dark are a convenience many persons think worth while adding to their lighting fixtures themselves, but Harvey Hubbell, Inc., Bridgeport, Conn., is now furnishing pull sockets or pull switches already complete with luminous acorns. The acorns have a standard finish of brush brass. The company is also offering separate luminous acorns of the adjustable type, which may be attached to pull devices already installed.

Renewable Plug Fuse

From *Electrical Merchandising*, January, 1921

The new renewable plug fuse announced by the Pierce Fuse Corporation, 752 Main Street, Buffalo, N. Y., consists of only three parts—a porcelain core, a porcelain case with the brass plug-shell attached, and the link of which the brass plug-end contact disk is a part.

To renew the fuse, it is necessary to unscrew the core from the case, pull out the blown link, slip in a refill and screw back the case. No tools are needed. Contact is made by bending the link over so that as the plug is put together the link is engaged between the core and the brass shell of the case and held tight. To test the plug, the plug-end contact disk is pulled—it will pull out if it is blown.

The fuse is made in the standard plug size, with links for all capacities to 30 amp.

Electric Ironing Machine

From *Electrical Merchandising*, January, 1921

The Western Appliance Manufacturing Company, L. C. Smith Building, Seattle, Wash., is offering the "Mercer" ironing machine, some of the features of which are: An ironing shoe opening a total of six inches from the roll; foot treadle controlling the movement of the shoe; clutch by which the operator is enabled to stop the roll without stopping the motor; and an easily reached pressure adjusting knob by which pressure of the shoe against the roll can be regulated from zero to 400 lb. The transmission consists of a belt drive to a worm gear which in turn revolves the roll together.

The new machine will be put out in two sizes, 44 and 50 in. rolls. It is finished in white enamel.

Complete Outfit for a Radio Station

From *Electrical Merchandising*, January, 1921

A complete radio station outfit, including material for an aerial, high-frequency buzzer test with battery, 2,000-ohm telephone receivers, a cabinet receiving set and a set of instructions, is being offered by the Eastern Radio Laboratory, West Fort Lee, N. J. The instruments and controls are mounted on a bakelite panel placed in a mahogany finished cabinet 6 in. x 8 in. x 7 in. All exposed metal parts are nickel-plated.

Portable Drill

From *Electrical Merchandising*, January, 1921

For the manufacture of automobile bodies, which calls for a drill which has speed and endurance and is easily handled, the Black & Decker Manufacturing Company, Baltimore, Md., has designed a $\frac{1}{2}$ in. drill. The gears are made of steel hardened by a special heat-treated process and mounted in shafts ground to size. The light weight of the drill is obtained by having the housing made of aluminum alloy. The motor is air cooled, develops $\frac{1}{2}$ hp., and gives the drill a no-load speed of 1,480 r.p.m. The control is by means of the pistol grip and trigger switch. The drill runs on either alternating or direct current, 110 volts, 220 volts, or 32 volts.

Compression Drain and Filler for Washing Machine

From *Electrical Merchandising*, January, 1921

A leak-proof device serving as a drain or a filler for washing machines has been developed by the Lincoln Brass Works, Detroit, Mich. This device has a solderless connection with the drum, is detachable and a unit in itself, lending itself to servicing when required.

To close and open, the compression principle is employed. To fill the machine, the device is connected with the hose bibb by means of the regular $\frac{3}{4}$ -in. hose, and for draining, the hose is simply lowered from the hose bibb. The device is designed to eliminate the necessity of lifting pails of water to fill the washer.



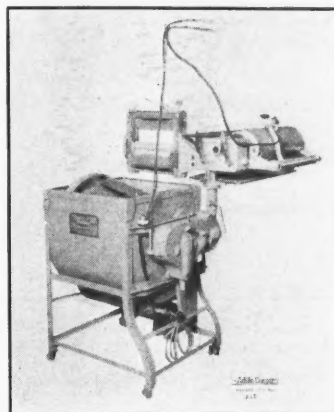
Combination Clothes Washer and Ironer

From *Electrical Merchandising*, January, 1921

The Vulcan Manufacturing Company, 1511 Cypress Street, Kansas City, maker of the "Faultless" clothes washer, has added an ironer to this machine, which is attached to the washer by means of a "double" housing replacing the single housing carrying the wringer. The new housing carries both the combination wringer and ironer. The washer will be sold either with the wringer only, or with the wringer and ironer.

The ironer is only 22 in. long, but has an open end, for the convenient slipping on and off of clothes. It is either gas heated or electrically heated. The ironing device is attached to the washer at an angle of 90 degrees from the wringer; as the wringer swings around from its position during use, the ironer swings to a position perpendicular to the washing machine, for use.

Both washer and ironer are being marketed through the Faultless Electric Washing Machine Company of Kansas City.



Household Pump and Water System

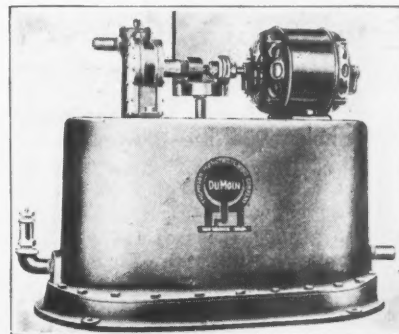
From *Electrical Merchandising*, January, 1921

Houses which have a shallow well, cistern or spring or are near a lake or river may have water furnished for all needs by the new house pump and water system made by the Thompson Manufacturing Company, Des Moines, Iowa.

The unit requires little space in the cellar since it measures only 16 x 27 in. It can pump 300 gal. an hour. The pump is mounted directly on the cast-iron pressure tank, there being no piping to assemble between the pump and tank. The construction is simple, belts, gears and valves having been eliminated. The motor is specially made for pump work and is fused so as to minimize burn-out troubles.

Other specifications include brass pump casing, brass impeller, bronze crank shaft, compound flexible coupling, stuffing box

and gland, bronze fitted with flexible metallic packing, held in place by a coil spring.

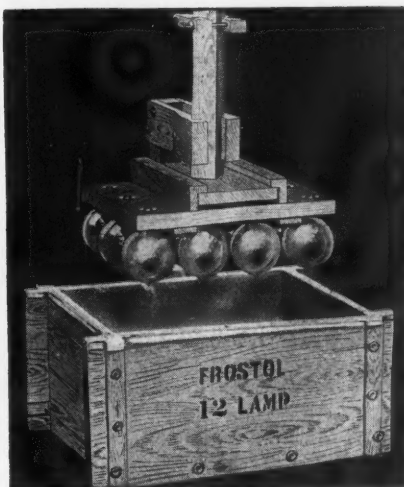


Outfit for Frosting Lamps

From *Electrical Merchandising*, January, 1921

"Frostol," the new frosting or etching compound for incandescent lamps developed by the Frostol Distributing Company, 799 Greenwich Street, New York City, is now available to dealers in the form of a complete frosting outfit, enabling the dealer to frost his own lamps. The dipping solution may be had by the pound, together with a square tank, reinforced, and the "dipping" support capable of holding 6, 12 or 24 lamps.

The solution itself, "Frostol," is not a coating, but is said to be an action on the glass that is permanent. It comes in crystal form, water being added to put it in solution.



Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card.

his training in the architectural school at Harvard University and the graduate school of the Massachusetts Institute of Technology.

Edward F. Caldwell urged him to take up the designing of lighting fixtures and in 1904 he commenced this work under the personal direction of Mr. Caldwell. He was privileged to continue a close association with this great American fixture designer until Mr. Caldwell's death. With this broad training, supplemented by European travel and study, particularly devoted to decoration and metal work of the various epochs, Mr. Ainsworth thus has an exceptional opportunity before him in serving the average home builder.

In order better to serve the lighting-fixture dealers Mr. Ainsworth is devoting himself for the present to the improvement of the basic elements of the fixture industry. As a designer he has greatly felt the limitations imposed by the established commercial elements that have to do with every lighting fixture, such as the shape of the electric socket, the multitude of outlet box conditions and the cautious rulings of the Board of Underwriters, which, he feels, penalize and restrict the scrupulous and conscientious manufacturer but open the market to a deluge of unsafe, flimsily constructed domestic and imported lighting fixtures which undersell and discourage the legitimate industry.

Death of Fred B. Eaves of Bryant Company

Frederick B. Eaves, assistant general sales manager of the Bryant Electric Company, Bridgeport, Conn., died suddenly of heart failure on Dec. 12.

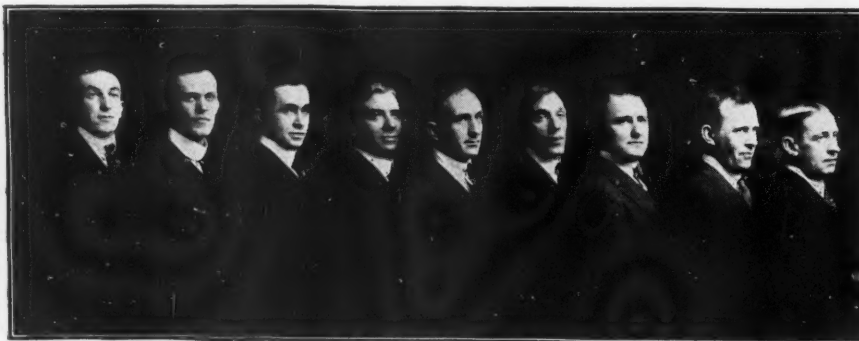
Mr. Eaves was a graduate of Harvard University, class of 1905, and had been connected with the Bryant company for more than nine years. Until 1918 he was field representative of the



J. A. Janney, new sales manager of the Torrington Company, National Sweeper Division, and some of his favorite order hounds who help him sniff vacuum cleaner prospects from afar. Mr. Janney has had eleven years' experience in the electric specialty field as a sales executive with both the General Electric and Western Electric companies, and comes to Torrington, Conn., from the Western's sales organization at Chicago.

company in New England and New York State. During the war he served in the electric power and equipment division of the War Industries Board, having charge of the question of essentials as it related to the electric jobbing industry of the country. Soon after the signing of the Armistice he returned to the service of the Bryant Company, and in 1919 made an extended trip through Europe as a special representative of the company. Mr. Eaves was unmarried. He is survived by his mother and a married sister.

Electrical Interests of Elmira, N. Y., Plan Electric Show



The Elmira (N. Y.) Electrical Association, made up of seven local electrical dealers and the Elmira Water, Light & Railway Company, will hold an electrical show during the week of January 22 to 29. Three floors of a large building have been rented and will be given over to the show, which is expected to attract electrical dealers within a radius of fifty miles. F. M. Houston of the lighting company, who is one of the active promoters of the show, recently succeeded R. W. Hoy as commercial manager of the Elmira Water, Light & Railway Company, Mr. Hoy having been transferred to Lockport, N. Y., in charge of sales for the local power company. Active workers for the Elmira exhibit, as shown in the picture from left to right, are: J. F. Dale, George Hasslopp, John Kelly, Bert Martin, F. M. Houston, Charles Stempfle, S. H. Turner, Charles Wright and H. S. Bryan.

Iowa State Electrical Contractors and Dealers to Meet

The Iowa State Electrical Contractors' and Dealers' Association will hold a convention at Davenport, Iowa, the latter part of this month. Louis L. Corry is chairman of the general committee on arrangements, F. Thomas Turner is secretary, and R. L. Stiles, treasurer. E. Kunkal will be in charge of the program and F. E. Downing in charge of entertainment. Representatives of electrical manufacturers, jobbers and contractors are expected to attend the meeting and it is believed that the attendance will reach 300.

Council of Electrical Interests of New England Plans Big Get-Together Dinner for Jan. 26

An important dinner of those concerned in the commercial branches of the electrical interests of New England is being planned by the four divisions of the industry, to be held at the Boston City Club, Wednesday, Jan. 26, at 6:30 o'clock.

The idea of such a dinner emanated from the Council of Electrical Interests of New England.

When the idea of such a dinner was conceived the members of the Council approached Bowen Tufts, president of the New England Division of the N. E. L. A., who readily and enthusiastically coincided with the idea and agreed to act as chairman, recognizing the importance of the affair.

The prime object of the dinner is more quickly to accomplish the aims of the Council of Electrical Interests—that is, to produce more friendly relations between the four branches of the industry. This is undoubtedly best done not only by getting together but by allowing representatives of each branch to air their views as to how they can better help and be helped by those associated with them in the industry. The other important object of the dinner is to create such relationships as will develop and increase the electrical business 25 per cent for 1921.

The Cutler-Hammer Manufacturing Company of Milwaukee and New York has acquired the property at 137th Street and Southern Boulevard, New York City, as an additional plant for the manufacture of "Thermoplax" and "Pyroplax" molded insulation. The five-story building on this property has been completely equipped with presses for this work. When working at capacity the new plant will have an output equal to the company's insulation plant in Milwaukee, which has been running two shifts night and day for the past three years. F. J. Boller, formerly of the Milwaukee insulation department, is in charge of the new plant.

Electric Club of Stevens Point, Wis.

Thirty-five electrical men of Stevens Point, Wis., have formed a local electrical organization, the Stevens Point Electric Club, membership in which is open to any one interested in the electrical business. C. J. Smith is president and A. A. Menzel is secretary and treasurer. H. G. Quandt, George W. Bell and John Tepp are members of the entertainment committee and have planned monthly meetings to discuss electrical topics. A. H. Sikes of the Wisconsin Valley Electrical Company opened the first meeting with a short talk on the electrical industry, bringing out the point that forty men of Stevens Point represented or were connected with a local electrical industry in which \$1,500,000 is invested. H. V. Greene of Chicago followed with a talk on electric motors.

New York Electrical League

The monthly luncheon of the New York Electrical League, held at the Hotel Astor on Wednesday, Dec. 15, reflected the old-fashioned spirit of Christmas in a modern electrical way.

Each table had its own Christmas gift tree electrically lighted, with a gift for all. The trees, electrical wiring and decorative lamps and gifts were contributed by members of the league. Another contribution to the "Yuletide" spirit was an original Christmas carol written by Grant Armor, a member of the league.

The guest of honor and speaker was William H. Kephart, D.D., and his message, "The True Christmas Spirit," gave the members of the league a real viewpoint of man's mission to his fellow men.

Preceding the introduction of the speaker, J. M. Wakeman, chairman of the nominating committee, placed in nomination the following members to serve as officers during the ensuing year: For president, J. H. Pollock; for first vice-president, James H. McGraw; for second vice-president, James H. Betts; for secretary, J. Wynne Jones; for treasurer, L. L. Strauss; for directors, two years, Walter Neumuller, F. H. Leggett, H. N. Walter.

Pennsylvania Contractors at Philadelphia Jan. 26

The third annual convention of the Pennsylvania State Association of Electrical Contractors and Dealers will be held at Philadelphia Jan. 26 and 27. Detailed announcement of the program of sessions, luncheon, dinner and subjects for discussion will be made later. In accordance with the custom of the Pennsylvania association, the convention sessions will be open to representatives of all branches of the electrical industry for the consideration of matters of mutual interest. Fred R. Smith, 507

Linden Street, Scranton, Pa., is state chairman; R. W. Keck, 1008 Hamilton Street, Allentown, Pa., is state vice-chairman; M. Edwin Arnold, 114 North Eleventh Street, Philadelphia, is division executive committeeman, and M. G. Sellers, 1518 Sansom Street, Philadelphia, is secretary-treasurer.



The electric handshake of Guy P. Norton of the Duplexalite Company is famous throughout the lighting industry for its vigor, vim and friendliness. But even Guy's 76-horsepower handclasp met its match in the copper-clad 1,500-volt comeback administered by this beaver-board counterfeit of J. O. Wetherbie, manager of fan sales General Electric Company, whose graven image the Association Island practical jokesters of 1920 thus hitched up to a spark-coil for the initiation of the rookies of Camp Dana Bullen

Don't Accept Conditions—Roll Up Sleeves, Pitch In!

"I don't like to sermonize, but I feel like saying that business men generally seem too willing to accept conditions. Somebody starts the hard-times ball rolling by saying there is no business, men take up the bad news and pass it along; before long the thing is accepted as the truth, and instead of rolling up their sleeves, spitting on their hands and pitching in all the harder, they settle back in their swivel chairs, licked, thumbing their desk pads as they try to guess what date the slump will be over.

"The only thing that's blue to us is the clear blue sky. The heads of this business are not only not thinking of curtailing—they are going right ahead, trying to keep the old motor hitting on all twelve cylinders. To convince yourself that we are able to keep busy, look at our shipping platform."—Walter Kahn, sales manager Diamond Electric Specialties Corporation, Newark, N. J.

Cleveland Dealers Elect Officers

The annual meeting of the Cleveland Electrical Dealers' Association was held in December at the Hotel Statler, and the following officers were elected: A. C. Day of the A. C. Day Electric Company, president; Herbert Rosenblatt of the Electric Supply Company, treasurer, and J. T. Kerber, secretary. Besides the officers, the board of directors also includes J. A. Fitch, I. J. Salzer and Conrad Berg. J. A. Fitch, the retiring president, was presented with a gold watch in recognition of his services.

"More and better service to the public, a broader merchandising policy and co-operative educational methods" were included in the business policies adopted by the association.

Fixture Dealers' Club of Cleveland Elects Officers

At the annual meeting of the Lighting Fixture Dealers' Club of Cleveland, held on Dec. 6, the following new officers were elected: R. D. Paxson, president; J. A. A. Hamilton, vice-president; C. S. Brookin, treasurer. Messrs C. H. Lang, W. Wolff, Van Alt and Rosenblatt were elected members of the executive board. The meeting was followed with the annual banquet, held in the Electrical League Rooms, Hotel Statler, to which a number of local guests were invited, including the members of the Cleveland Lighting Fixture Manufacturers' Club, making a party totaling about eighty persons.

The Commercial Electric Manufacturing Company, Cleveland, Ohio, has been chartered with a capital stock of \$250,000 to manufacture various kinds of electrical devices and equipment. The incorporators are W. W. Hale, N. G. Gray, R. W. Anderson, E. E. Costley and H. F. Zipkin.

Paragon Electrical Company.—Papers have been filed with the Secretary of State increasing the authorized capital stock of the Paragon Electrical Manufacturing Company, Akron, Ohio, from \$10,000 to \$25,000.

The Progressive Electric Products Company is the new name of the King Electric & Manufacturing Company, of which E. P. Maurer has been manager and owner. Mr. Maurer continues as head of the factory and production department and Antonio Longoria is treasurer and general manager.

The Stuart Products Corporation, manufacturers of Make-ur-Own Batteries, having outgrown the capacity of its former location at 440 South Green Street, Chicago, is now "at home" in new and spacious quarters at 665 West Washington Boulevard, where a well-equipped sales promotion department has been organized to co-operate with its jobbers and dealers.

Miniature Lamp for Surgical Purposes

From *Electrical Merchandising*, January, 1921

Miniature lamps have now been utilized in an illuminating set which makes it possible for a doctor to look into the throat or in the canal of the ear without the help of daylight. The apparatus, which is of vest pocket size, consists of a flashlight case, and light is produced by means of an Ever Ready battery and a Westinghouse miniature Mazda lamp. The lamp has an opal bulb with a clear and fairly powerful lens on top. By means of this lens a concentrated beam of light is obtained which, in connection with the various attachments of the complete apparatus, will project a spot of light of sufficient intensity to meet the many needs a doctor finds when he is examining the throat, tonsils, larynx, ear, etc. The device is called the "De Lyte Surgeon" and is made by the Weder Manufacturing Company, Inc., Philadelphia, Pa.



Electric Key Cutter

From *Electrical Merchandising*, January, 1921

A new motor-driven key-cutting machine designed for use in establishments that make a business of duplicating keys has been developed by the American Sharpening Machine Company, 184 W. Washington Street, Chicago. Square, angular or round slots may be cut on any keys (common door keys alone excepted) by both models of the machine, the "American Key-Cutter" and the "American Duplex." In cutting, a firm grip is had on the key by the extended jaws of the clamps, and the shoulder points of both keys are fixed by the adjustable finger guide and bracket. With each machine are furnished two cutters of tempered steel.

The machine is driven by a $\frac{1}{8}$ hp. motor and is attachable to any lamp socket.

Plug Bushing Which Grips Cord

From *Electrical Merchandising*, January, 1921

For taking strain off the binding screws of plugs a new bushing has been developed by the Bryant Electric Company, Bridgeport, Conn. The hole in the bushing has a number of inwardly projecting bosses which securely grip the outer surface of the wire around its entire circumference. Thus the strain on the wire is taken by the bushing and not by the binding screws. The threading is standard $\frac{1}{8}$ -in. iron pipe size. It is therefore possible to attach the cap socket handles, etc.



Dome Light for Automobiles

From *Electrical Merchandising*, January, 1921

A line of dome lamps to light the interiors of automobiles is being offered by Asch & Company, 16 West Sixty-first Street, New York City. The fixture is made of spun brass, polished nickel plated, and with a polished reflector. A hinged door protects the bulb. The socket slants at an angle of 45 deg., to give most light and yet keep the shallow effect necessary for installing on the roof of the car.

Loom and Armored-Cable Boxes

From *Electrical Merchandising*, January, 1921

Two types of boxes have been developed by Clemence Brothers, 164 Linden Avenue, Irvington, N. J. The "Sterling BX box" is used for armored cable work and is made in both straight electric and combination styles. It has no clamps, the cable being gripped by two screws which will hold cables of different sizes. The "Meleady loom box" is used for knob and tube work. This box is also made for straight electric or combination work. The underwriters have approved both boxes.

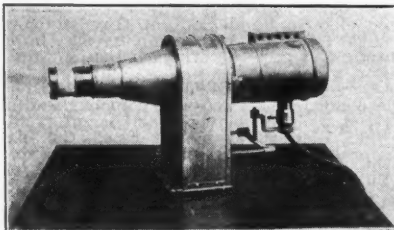
Toy Telephone Set

From *Electrical Merchandising*, January, 1921

A toy telephone that can be used out of doors, in boys' camps, or around the house, for talking at distances up to 1,000 ft. has been brought out by the Robbins Manufacturing Company, 1801 North Central Park Avenue, Chicago. By pressing a button, one may "ring" the person wanted at the other end. The wall set comes complete with two phones, receivers, transmitters, buttons, hooks, 300 ft. of wire, etc. A hand set is also made, including two transmitters, two receivers and 100 ft. of wire.

A "Projected" Clock for the Movies

From *Electrical Merchandising*, January, 1921



In order that an audience at the "movies" may tell the time in a darkened house, a small projection lantern has now been developed which projects a clock dial on the wall to the right of the screen giving the correct time during the entire performance. Since this dial is observed by every one in the house it forms a lucrative advertising medium, and any advertising message may be printed on its face.

The lantern is similar to the usual lantern, with the exception that a mechanism containing the clock works is surmounted by two circular rims bearing the hands. Between these circular rims is placed a glass dial upon which is printed the hours as well as any advertising feature. The lamp used is the standard 100-watt concentrated stereopticon of the 100-volt range.

The Bird Film Service, 355 Washington Street, Newark, N. J., is the maker.

Insulated Fixture Stems

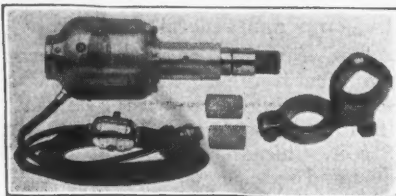
From *Electrical Merchandising*, January, 1921

The Electrical Dealers' Supply House, 162 West Randolph Street, Chicago, has developed the E D S H insulator chain hanger and stem for attaching ceiling fixtures to existing gas pipe. It is at the same time an insulating joint. The sizes come in $\frac{3}{4}$ -in. and $\frac{1}{2}$ -in. couplings with lengths $5\frac{1}{2}$ in. to 8 in. and adjustable stems.

Electric Device for Truing Emery Wheels

From *Electrical Merchandising*, January, 1921

Emery wheels, after constant use, require truing. This is usually done by the use of a diamond pointed tool. An electric device has now been designed by the Precision Truing Machine & Tool Company, Cincinnati, Ohio, which is said to do the work rapidly and with less wear of the grinding wheel. The machine can be applied to any make and style of grinder by the use of the attaching bracket. It may be operated from any lamp socket.



Self-Starting Individual Electric Plant


From *Electrical Merchandising*, January, 1921

Self-starting, self-stopping and self-protecting are the distinctive features of the new "Simplex" light and power plant just developed by the Simplex Utilities Corporation, 360 Madison Avenue, New York City.

The unit consists essentially of a patented two-cycle, single-cylinder, air-cooled, vertical engine of high compression and high efficiency, complete with exhaust piping and muffler, automatic carburetor and high-tension ignition. The battery is of 16 cells, 32 volts, and contained in glass cells. A full automatic control is operated by the specific gravity of the battery, which effects various electric circuit connections for starting and stopping the engine and sounding an alarm whenever any electrical or mechanical fault occurs.

Made in one standard size, of 1,500 watts at a standard voltage of 32, the unit will supply current to light 120 16-candlepower lamps, operating directly from the set. The battery, when fully charged, will maintain a total of seventy lights for four hours continuously. The plant measures 27 in. long, 18 in. wide and 22 in. high.



What's new on the market? These pages will tell you. 

Attachment Plug

From *Electrical Merchandising*, January, 1921

Harvey Hubbell, Inc., Bridgeport, Conn., has placed on the market a composition attachment plug with bayonet base, No. 6712, for 250 volts and 6 amp.



Fractional Horsepower Motors

From *Electrical Merchandising*, January, 1921

A $\frac{1}{4}$ -hp. split-phase motor is being produced by the H-G Manufacturing Company, 1215 Pine St., St. Louis, Mo. Features claimed for the motor are that no live parts are exposed, that the housing is splash-proof, that special ventilation is employed and that starting torque is high with low starting current high efficiency and power factor.

The motor is made with a high-carbon steel shaft, phosphor-bronze bearings and large-capacity oil wells of the wick-filled type. It is made in $\frac{1}{4}$ -hp. and $\frac{1}{2}$ -hp. sizes for 110-volt and 220-volt, single-phase operation.

Flexible Conduit Fitting

From *Electrical Merchandising*, January, 1921

The "Nicholson" box connector for metallic flexible conduit has been placed on the market by the Nicholson Electric Fittings Company, Wilkes-Barre, Pa. It has a projection on the clamp and inside sleeve which engages in the groove of the conduit. Because of its adjustable clamp, its adaptability to several sizes and types of flexible metallic conduit is asserted by the manufacturer.

Changing-Color Electric Signs

From *Electrical Merchandising*, January, 1921

A portable indoor electric sign, the chief attraction of which is the variegated rainbow-colored effects constantly passing over its face, has recently been placed on the market for use in store windows, interiors of stores, buildings, etc.

The device is a rectangular framework or box, measuring about 13 $\frac{1}{2}$ in. by 19 $\frac{1}{2}$ in. and holding a sheet of ground glass. The advertising matter or sign proper is printed or painted on translucent pyralin sheeting. These slides are interchangeable and are inserted in front of the glass. The lamp socket and rainbow lighting behind the glass illuminates the sign. It is necessary only to attach the sign to an ordinary socket, direct or alternating current, turn the switch, and the sign is in motion. All signs are equipped complete with lamp cord, only one lamp being necessary.

Cylinder-Type Washing Machine

From *Electrical Merchandising*, January, 1921

The all-metal clothes washer recently developed by the Hogan-Spencer-Whitley Company, Erie, Pa., is made with either a polished copper or galvanized iron tub. It has a light-weight zinc cylinder, an automatic friction clutch and a swinging wringer. Cut gears, packed in grease, are used, and all moving parts of the machine are enclosed.



The sign is being marketed under the name "Auroralite" by the Smith-Hecht Company, Indianapolis, Ind.

Condensers for Radio Amateurs

From *Electrical Merchandising*, January, 1921

The General Apparatus Company, 570 West 184th Street, New York City, has brought out a line of condensers the feature of which is an inexpensive construction to replace more costly types.

The "phone condenser" shown is used to clarify and sharpen radio signals by connecting it around the telephone receivers of a crystal-detector set, and around the phones and B-battery in an audion set. The grid condenser is employed on vacuum-type circuits to prevent the accumulation of too great a charge on the grid of the detector tube. Such condensers can also be used in amplifier circuits for various purposes. By combining the "grid-leak" and grid condensers a more exact control is provided over the voltage applied to the grid.

These condensers are made on a heavy pressboard strip, 2 $\frac{1}{2}$ in. long and $\frac{1}{2}$ in. in width. Strips of copper foil, serving as the plates, are provided with terminals in the form of eyelets. Waxed paper of a selected

grade is used as the dielectric, while a label is wrapped around the completed condenser to afford protection to the plates and to give a finished appearance.



Gas-Heated Clothes-Drying Cabinet

From *Electrical Merchandising*, January, 1921

One more addition to the modern home laundry, after the electric washer and ironer have been installed, is the clothes drier. A new gas-heated model of this type is the "Canton" clothes drier, made by the Canton Clothes Dryer Company and for which the mid-West distributor is the General Appliance Sales Company, 178 W. Randolph Street, Chicago.

The cabinet of this drier occupies a floor space 6 ft. 8 in. x 16 in. It is of heavy galvanized sheet metal with swinging doors instead of racks and rollers. The gas burner is entirely enclosed, thus preventing the clothes from being baked or yellowed, the maker says. No flue connection is needed.

Connector

From *Electrical Merchandising*, January, 1921

A connector embodying the jam-nut principle has been developed by R. A. Macbeth, 1424 Girard Street, Los Angeles, Cal. The wire grooves are V-shaped to afford greater contact surface, while one screw and one nut secure as many as five wires. Different sizes of wire may also be used.

Bell-Ringing Transformers

From *Electrical Merchandising*, January, 1921

The "Vim" bell transformer, brought out by the Betts & Betts Corporation, 511 West 42d Street, New York City, is of the porcelain type. A metal lip on the bottom plate is used to secure the transformer to its support. Its output capacity is given as 12 watts on 110 volts primary, the secondary volts being 6, 9 or 15. Weight is 1 lb.



Indicator That Tells When Current Is On or Off

From *Electrical Merchandising*, January, 1921

An "indicator" which tells at a glance whether the current of an electric iron or other appliance is "on" or "off" has been developed by the Berghman Company, 5428 Fulton Street, Chicago.

The device consists of a solenoid-type electromagnet set in the upper end of the tube and connected in series with the electric appliance and the line. A small armature is placed in the solenoid and has a pointer attached on the lower end. When the electromagnet is energized, the armature is attracted upward by the magnet until the pointer reaches its position opposite the word "On." When the current is cut off, the armature falls and the pointer is in a position marked "Off." The indicator is inserted into an ordinary lighting socket and has a plug at the lower end for detaching the cord from the appliance.

It is to be used with appliances requiring from 300 to 700 watts, and can also be used as an extension socket.

Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card

Day & Zimmermann Commercial Staff Holds Quarterly Group Meetings

The regular quarterly group commercial staff meetings, inaugurated in May, 1920, by the Day & Zimmermann, Inc., Philadelphia, managed properties, were held in Olean, N. Y., Nov. 22 and 23, and in Salisbury, Md., Nov. 30, Dec. 1 and 2.

At the Northern group meeting representatives were present from the home office, Citizens' Light & Power Company, Oil City; Salem Lighting Company, Salem, Ohio; Penn Central Light & Power Company, Altoona; Bradford Electric Company, Bradford, Pa.; and Olean Electric Light & Power Company, Olean, N. Y. The Southern group was represented by the home office, Alexandria County Lighting Com-

mercial Testing Laboratories spoke on "Commercial Illumination" at the Northern meeting and Willard Hall of the Western Electric Company, New York, talked on "How to Approach the Prospective Customer" at the Southern meeting.

Manufacturer's Plan for Servicing Appliances Through Dealers

Modern merchandising methods call not only for selling electrical appliances but also for "keeping them sold." It is not enough that the device is pleasing in appearance and does well every task that is assigned to it, but it must continue to give perfect satisfaction day after day and year after year.

Bearing these thoughts in mind, the Westinghouse Electric & Manufactur-

prompt repairs on all appliances brought to them; in fact, the motto of the plan is "Service Within Twenty-four Hours."

The heating apparatus is guaranteed to be free from mechanical and electrical defects for a period of one year provided it is properly used on the rated voltage, and the company will repair or replace defective parts under this guarantee if the appliance is returned to the service representative.

STOCK OF REPAIR PARTS NECESSARY

The success of the plan naturally depends largely upon the promptness with which repairs are made, and this is determined by the available stock of repair parts. The selection of this stock required a careful analysis to be made of the particular territory served by the representative to ascertain the approximate distribution of appliances therein.



Commercial representatives of the various electric lighting properties managed by Day & Zimmermann, Inc., at a recent meeting. From left to right, bottom row: W. A. Kates, (home office) Philadelphia; F. P. Duggan, Lewistown, Pa.; W. H. Wade, Altoona, Pa.; S. C. Coston, Olean, N. Y.; T. Graham, Clarendon, Va.; H. L. Ruebsam, Alexandria, Va.; C. O. Culver, Salisbury, Md.; J. H. Shearer, Altoona, Pa.; H. B. Vincent (Home Office) Philadelphia; J. F. Broerman, Franklin, Pa.; H. W. Fleck, Mt. Union, Pa.; J. W. Briggs, Huntingdon, Pa.; W. Trout, Lewistown,

Pa.; E. F. Pfeffer, Altoona, Pa. Second row: Roy Earnest, Altoona, Pa.; W. H. Kessler, Clarendon, Va.; A. D. Shultz, Salisbury, Md.; C. C. Christ, Oil City, Pa.; L. L. Ferree, Salem, Ohio; Capt. Pratt, Waynesboro, Va.; E. Lindblade, Bradford, Pa.; Third row: E. A. Feldtkeller, Alexandria, Va.; F. W. Harris, Coatesville, Pa.; R. Z. Zimmermann (Home Office) Philadelphia; J. R. English, Erie, Pa.; S. Matthews, Staunton, Va. Top row: Paul Kuhn, Altoona, Pa.; J. H. Smith, Erie, Pa.; F. Lambert, Staunton, Va.; J. W. Dehaven, Coatesville, Pa.

pany, Alexandria, Va.; Arlington Electric Company, Clarendon, Va.; Chester Valley Electric Company, Coatesville, Pa.; Staunton Lighting Company, Staunton, Va., and the Eastern Shore Gas & Electric Company and Eastern Shore Gas & Electric Company of Maryland.

At both meetings round-table discussions were held on the topics: "Should Merchandising Accounts Be Billed Separate from Lighting and Power?" "Plans for Christmas Trade," "The Public's Attitude Toward the Greater Use of Appliances," "Turn-Over" and "Proper Method of Estimating Revenue from Appliance Consumption."

Following the custom of having a talk by some one outside of the organization, Preston S. Millar of the Elec-

trical Company, in order to facilitate the giving of such service to users of its appliances and devices, has devised and put into operation a service plan which is now available to the electrical merchant.

This plan affords the dealer an excellent opportunity to increase his sales very materially, at the same time affording a service to users of Westinghouse appliances, for which the merchant is adequately compensated.

The plan consists in the appointment of certain dealers in various cities as "Westinghouse service representatives." Only up-to-date, live-wire dealers who give evidence of being able to handle this work successfully are appointed. They keep on hand a stock of repair parts sufficient to enable them to make

The manner in which the plan operates may be explained by a typical case. Mrs. A. M. Jones of Centerville, Okla., has a toaster that does not operate properly. She sends it to the nearest service representative, the Central Electric Company of her city. Upon receipt of the toaster by the service representative, he thoroughly investigates the trouble and if in his opinion it is due to defects in workmanship or material repairs are made and the toaster is returned to Mrs. Jones without any expense to her. The service representative then renders the company a bill for the labor involved at a predetermined sum plus the cost of the repair parts, which he charges to the company at the same price at which they were billed to him.

Reports are made monthly by the representative to the company on special blanks furnished him for this purpose. These reports cover in detail the jobs handled under the agreement, giving name and address of the customer, article or appliance with its catalog number, date of purchase, part supplied, the character of the trouble, and the charges for labor and material.

OPENS UP LUCRATIVE REPAIR FIELD FOR DEALERS

The plan as outlined is working out most satisfactorily, not only giving prompt and efficient service to users of Westinghouse appliances but also opening up a very lucrative trade for the dealer, who not only secures the business of actual repairs for which he is assured his money, but he also has the added advantage of getting the owners of appliances in the habit of coming to and doing business with his store. If he is a good merchandiser he will see that these people become regular customers of his for other electrical devices and service.

It works out equally well for the user of the appliance because she is afforded prompt and efficient service instead of having to go to some one who is not properly equipped to make such repairs, involving delays and troubles which tend to destroy her confidence in electrical appliances.

H. W. Maitrejean, electrical contractor-dealer of New Orleans, announces that owing to the necessity for larger quarters he has removed his place of business from 3827 Chestnut Street to 541 Julia Street, where he has opened display rooms.

The Pittsburgh Reflector and Illuminating Company announces the completion of its new factory at Irwin, Pa., where provision has been made for the manufacture of the glass which is used with the company's products.

D. Guido Vernaci has resigned as foreign sales promoter and manager of Italian and South American sales for Messrs. Viele, Blackwell & Buck, hydro-electric engineers, exporters and importers. He recently returned from an extensive business trip to Brazil and Argentina and has accepted a position with the International General Electric Company, Inc. Mr. Vernaci will engage in electrical merchandising work, with ultimate destination to one of the South American fields.

Cochrane, Stephenson & Company, Ltd., of 602 Avenue Block, Winnipeg, Man., has been appointed representative in Western Canada for the National X-Ray Reflector Company. This firm will act in the capacity of sales representative for the complete line of products manufactured by the X-Ray company and furnish co-operative assistance to the trade. Mr. Cochrane is well known in the Canadian West, having been sales manager in Western Canada for the Northern Electric Company for twelve years.

The Standard Electric and Construction Company of Columbus, Ohio, a recently organized concern, has taken over the retail electrical business at 84 South Fourth Street formerly operated by the McKeever Electric Company. In addition to conducting the retail business the company is also engaged in general construction work. L. P. Smith is president and general manager, and Frank Evans is secretary.



Making fun for the ladies is one of the many accomplishments, so it is said, of George T. Barrows, president of the Barrows Electric Shops, Inc., Pittsburgh, and chairman of the Pittsburgh District Association of Electrical Contractors and Dealers. Mr. Barrows got into the electrical game as a meter setter and complaint man for the old Allegheny County Light Company in 1903. Now his two electrical shops in Pittsburgh can point to an annual business of \$100,000 for 1919. Three or four years ago they were small contracting shops only. The camera caught Mr. Barrows (at the left) preparing for a vaudeville stunt for the benefit of the ladies at the annual picnic of the Barrows employees. Don Hatch is the "make-up" artist.

The Sackett Mine Supply Company of 162 North Third Street, Columbus, Ohio, which has been in business for a decade or more, specializing in electrical equipment for mines, is branching out into the general electrical field. Recently two additional salesmen have been put on to push the sale of supplies to contractors and also to look after the selling of household appliances. This end of the business is increasing rapidly and bids fair to exceed the company's sale of electrical equipment to mines.

The Motor Maintenance & Wiring Company of 93 South Main Street, Fort Atkinson, Wis., is the name of a new shop recently opened by Edward R. White of Racine, Wis.

Emory M. Coffin has been appointed sales manager of the Pierce Fuse Corporation, 752 Main Street, Buffalo, N. Y., manufacturers of the Pierce renewable fuse.

The L. & G. Electric Supply Company is the new name of the retail electrical business formerly conducted by Fred J. Luby and Pio Guglielme of Milford, Mass.

The Air-Way Electric Appliance Company, recently chartered under the laws of the State of Delaware with an authorized capital of \$3,000,000, has taken over the plants of the Air-Way Company and the Arrow Manufacturing Company, both of Toledo. The new company will manufacture a complete line of household electrical appliances, in addition to its present line of electric suction cleaners, the "Airway" and the new "Airway Junior."

The Johnson-Davis Company of Cleveland, Ohio, has been chartered with a capital stock of \$20,000 to manufacture and sell electrical equipment of all kinds. The incorporators are Lucien R. Sandfear, Thomas C. and Bertha Johnson and Chester P. and Julia D. Davis.

The Capital Electric Company has moved into its new quarters, a four-story structure at 310-14 West Second South Street, Salt Lake City, Utah. The new building, with its four floors and large basement, contains 42,000 sq.ft. of space, which will be used for warehouse, showroom and office purposes. A number of novel features of arrangement are included in the new building. H. D. Randall is president of the Capital Electric Company and J. A. Kahn is general manager.

T. E. Bennett of Bennetts, electricians, contractor-dealers of Townsville, Australia, announces that his company is anxious to get in touch with buyers for electrical supplies. Mr. Bennett's address is Broadway and Flinders Street, Townsville, Australia.

The Martin-Gibson Company is the name of a new company resulting from the incorporation of the H. J. Martin Company of 27 Grand River East, Detroit, and the Gibson Electric Company of 2157 Grand River Avenue, Detroit. The address of the new company is 3143 Woodward Avenue, Detroit, Mich.

Edward Miller & Company, manufacturers of electric fixtures and portable lamps, with headquarters at Meriden, Conn., announces the opening of a European branch at London, under the management of L. G. Hawkins. "Mr. Hawkins is one of the unusual types of young men having all of the American enthusiasm and English conservatism that is necessary to do business in that particular part of the country," writes Michael Schwarz, general sales manager of the company, "and we feel that there is a tremendous market in London for our fixtures and portables." The address of the new branch is 116 Charing Cross Road, London, W. C. 2, England.

Electric Oven

From *Electrical Merchandising*, January, 1921

For drying armatures, field coils, etc., in electrical repair shops, a new electric oven has been developed by the Service Station Supply Company, 30 East Larned Street, Detroit, Mich. It was designed first of all to save time and labor for battery tear down; no labor is required while the battery is being heated. As the external solid parts of the battery are heated before the solution rises in temperature, the plates are not injured by the heat.

Operating on either direct or alternating current, the "Hyrate" oven is made in two types, one for from 110 to 125 volts, the other from 220 to 250 volts. A handle mounted on either end of the oven enables it to be tipped either way for inspection or removal of the battery.

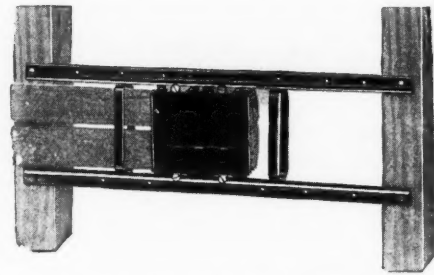


Switchbox Supporting Strips and Lath Holders

From *Electrical Merchandising*, January, 1921

To facilitate the installing of switchboxes, the Kruse Electric Company, Fort Wayne, Ind., is offering switchbox supporting strips and lath holders which eliminate the need of pieces of board between the studdings. The new strips nail to the face of the studding, and when the distance between the studdings is small, there is even a greater saving, because by cutting one strip it will serve to support the top and the bottom of the switchbox. The flat end of the lath supporting strip forms a solid wall around the switchbox.

The supporting strips are made of sheet metal, are U-shaped and have indentations which prevent the switchbox from



moving in the strip and holes through both portions to receive nails. The lath holders have flat ends which are inserted into the U-shaped strip (without the need of screws or bolts).

Semi-Indirect Commercial Lighting Unit

From *Electrical Merchandising*, January, 1921

A new totally inclosed, semi-indirect commercial lighting unit, the "Keldon," has been developed by the Ivanhoe-Regent Works, General Electric Company, Cleveland, Ohio. It is intended for stores, offices, schools, hospitals and other places where diffused light of high intensity is needed for close work at desks and tables, or at counters, etc.

The glass globe of the unit is blown in one piece and enameled on the sides and bottom. The contour of the globe, density of the enamel and the position of the lamp are all designed to reduce the brightness of the unit and to make possible light of high intensity without glare from its source. Besides being totally inclosed, the unit has a bottom cap which is removable and enables the lamp to be removed or replaced without disturbing the globe itself.

The unit is made in the suspension as well as the ceiling type.

Ammeters and Voltmeters

Type DX instruments, placed upon the market by the Westinghouse Electric & Manufacturing Company, are, according to the manufacturer, especially suitable for use on switchboard panels, on radio communication sets, on small charging and lighting panels, and for use on marine, dental, telephone and telegraph panels. They operate on the D'Arsonval principle and are characterized by ruggedness and lightness of moving parts. The case is punched from sheet metal and is made moistureproof, and an external zero adjuster is provided on the front of the case.

The ammeters are furnished self-contained up to and including high capacities for use with shunts. The voltmeters are furnished up to 500 volts, self-contained. They can be furnished for higher voltages with external resistances. On the type DX instrument the heating strip and thermo-couple are mounted as a unit and these units are interchangeable on instruments of the same capacity.

Utility Motor on Tripod Base

From *Electrical Merchandising*, January, 1921

For use on farms and other places supplied with 32-volt energy the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., has just placed upon the market a $\frac{1}{2}$ -hp. portable electric power stand. A telescopic rod is provided to brace the motor and to obtain the proper tension for the belt. The main shaft speed is 2,100 r.p.m. and the back-gear shaft turns at 250 r.p.m. There are two pulleys on each shaft, a 6 $\frac{1}{2}$ -in. flat pulley and a 2 $\frac{1}{2}$ -in. grooved pulley being permanently attached to the low-speed shaft. A 1 $\frac{1}{2}$ -in. flat pulley and a 2-in. grooved pulley are supplied for the high-speed shaft.



Light Portable Suction Cleaner

From *Electrical Merchandising*, January, 1921

A handy, portable suction cleaner for dusting the places hard to get at has been placed on the market by the Air-Way Electric Appliance Corporation, Toledo, Ohio, under the name of "Air-Way Junior." It has a handle for convenient lifting in the left hand; a flexible cleaning hose, which is held in the right hand; a rubber cleaning attachment and brush holder; a tufted brush; a fiber extension for cleaning corners and for the blowing attachment, and an attachment for connecting the hose to the blower. Designed especially for the cleaning of interiors of automobiles in automobile establishments, the device is also useful in cleaning shelves, racks, showcases in stores, hotels, theaters, libraries, etc.

Snap-Switch Handle that Cannot Be Unscrewed

From *Electrical Merchandising*, January, 1921

A handle for snap switches which is prevented from unscrewing by means of a ratchet built in it has been developed by the Bryant Electric Company, Bridgeport, Conn. The handle may be substituted for the ordinary handle. The ratchet escapement comes into play when the handle is turned in the reverse direction so that it cannot be loosened or removed. By using a small screwdriver on a screw which is well recessed in the center of the handle the ratchet is released.

These handles may be used to prevent the removal of "dead-front" insulated covers of safety panel switches. This improved feature can be had in small round fluted handles and large and small flat handles in both porcelain and durable composition.



Battery Tester with Signal Lights


From *Electrical Merchandising*, January, 1921

A battery tester that tells instantly, by the lighting of a signal lamp, just what is the condition of a storage battery, is one of the products of the F. B. Electric & Manufacturing Company, Detroit, Mich.

By placing it across the terminals on a cell, immediate indication is given as to whether a cell is below this definite point and whether attention should be given by recharging or repairing. It is not necessary to read a meter—a big advantage, the maker says, inasmuch as a great deal of battery testing is done at night or in badly lighted places. The red light means the cell should be looked after, the green means the battery is in good condition.

The instrument is sturdy in construction and designed to stand the hard wear and abuse expected in garages, service stations, etc.



What's new on the market? These pages will tell you. 



Plug Cap

From *Electrical Merchandising*, January, 1921

A 20-amp. composition plug cap, polarized, has been placed on the market by Harvey Hubbell, Inc., Bridgeport, Conn. This No. 6720 cap is provided with a hole large enough to admit weatherproof or asbestos-covered wire, and has sufficient capacity, says the manufacturer, for 32-volt farm-lighting circuits.

The body is made of tough black composition with a large, milled edge, to supply a good grip for the fingers.

Two-Spindle Electrical Drill

From *Electrical Merchandising*, January, 1921

A two-spindle drill for drilling two holes $\frac{1}{8}$ in. apart has been designed by the Black & Decker Manufacturing Company, Towson Heights, Baltimore, Md. The handle of the drill is like that of an automatic pistol, and a pull on the trigger sets the two bits in motion. A second pull stops the drill. The operator can control the tool without changing the position of either hand. The two spindles have chucks to hold $\frac{1}{8}$ -in. drill bits.

A 100-Lb. Welding Machine

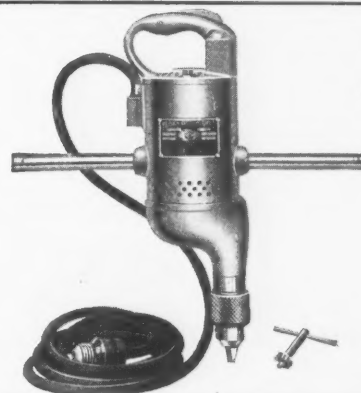
From *Electrical Merchandising*, January, 1921

A welding machine weighing complete 100 lb., which is intended with reasonable care to accomplish any work in or around a garage, plumbing shop, etc., has been developed by the Electric Arc Cutting & Welding Company, 222 Halsey Street, Newark, N. J. The machine uses electrodes from $\frac{1}{16}$ in. to $\frac{1}{4}$ in. in diameter and will operate continuously with the medium and small sizes and intermittently on the large size. The standard machine is 110 or 220 volts and any frequency specified. The power supply must be of at least 5 kva.

Portable Electric Drill

The new portable drill made by the Wodack Electric Tool Corporation, 23 South Jefferson Street, Chicago, which is motor driven and uses either direct or alternating current, automatically stops when not in use. This is due to the fact that the current contact functions through a spring lever in the handle, which is released as soon as the pressure of the operator's grip is removed, much on the same order as the valve on a pneumatic hammer. The drill is made in six sizes; $\frac{1}{8}$, $\frac{1}{4}$, $\frac{3}{8}$, $\frac{1}{2}$, $\frac{3}{4}$, and 1 in. two speed and $\frac{1}{8}$ in.

The tool is fitted with motors of the company's own manufacture. The casings are made of aluminum, and "SKF" ball bearings are used throughout.



Self-Loading Electric Truck

From *Electrical Merchandising*, January, 1921

The industrial self-loading truck of improved design recently placed on the market by the Industrial Truck Company, division of Cowan Truck Company, Holyoke, Mass., is all-steel and guaranteed for 5,000 lb. capacity, which is said to be 1,000 lb. greater than the usual load for this type of truck. Its elevating mechanism elevates in five seconds when equipped with twenty-eight cells, and six seconds with twenty-one cells. The lifting mechanism is operated by an independent, heavy-duty, service-wound motor and worm-gear reduction. The platform lifts vertically, the rise being 4 $\frac{1}{2}$ in. The length is 102 in. over all or 91 $\frac{1}{2}$ in. with step raised for use on elevators. The width is 36 in. over all.

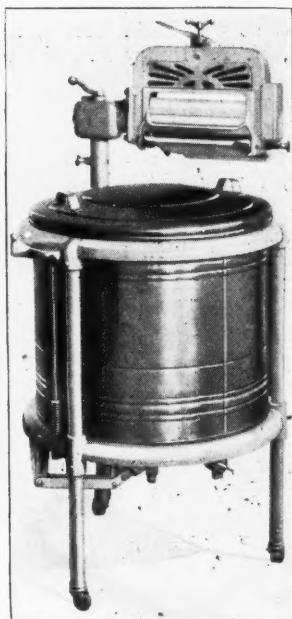


Combination Radiant Heater and Cook Stove

From *Electrical Merchandising*, January, 1921

From England this time comes the invention of a novel kind of radiant heater which may also be used as an emergency cook stove. This heater has a polished copper reflector and frame and is fitted with a 750-watt circular element over which a small guard or rail is fitted. The principal feature about the fire is that the back leg is fitted with a spring hinge, and by a slight pressure on the handle the fire sinks back to such a position that the element and the guard for it are both horizontal and a kettle or pan can then be placed over the element for boiling water or heating milk, etc. To bring the heater back to its original position, the handle is lifted, causing the leg at the back to spring up again.

This ingenious device is made by Baxendale & Company, Manchester, England.



Vacuum Cup Clothes Washer

From *Electrical Merchandising*, January, 1921

A new clothes washer operating on the vacuum cup principle has been placed on the market by the Bell Washer & Wringer Company, Cleveland, Ohio, under the name of "Premier."

This machine has a capacity of eight sheets. The tub is circular and of copper sheet tinned on the inside. The vacuum cups are of solid copper or brass. When the clothes are being washed the cups move up and down, at the end of each upward stroke rotating partially around, in order to reach all the clothes. The worm gear drive mechanism and $\frac{1}{4}$ hp. motor are enclosed underneath the tub. Two simple levers control the starting and stopping of the washer and wringer.

The wringer frame is a single piece of aluminum and swings to four positions.

Artificial Commutator Stones

From *Electrical Merchandising*, January, 1921

A line of artificial stones for grinding commutators and slip rings has been put on the market by the Martindale Electric Company, 11,737 Detroit Avenue, Cleveland, Ohio. These stones are made in five grades from "rough" to "polishing" in several sizes and come with handles or without them. The stones are sold under the trade name "Imperial."

Cigar Lighter for Automobiles

From *Electrical Merchandising*, January, 1921

A cigar lighter with self-winding reel is one of the new "limousine fittings" produced by Asch & Company, 16 West Sixty-first Street, New York City. Each lighter is equipped with push-button control, thus making it necessary to press the button for the lighter to ignite. To eliminate short circuits, each reel is equipped with an automatic cut-out. The device is made in two types, flush and surface, both being of heavy brass to withstand wear and tear, and both being 6 volts. The finish is nickel plating or gunmetal.



File these items on 3 x 5 in. cards every month, to keep your stock index up to date.

New Retail Electrical Stores

The J. W. Lane Electric Company has recently opened a new store and showroom in Long Beach, Cal. The new establishment, which is located at 201-205 East Third Street, is modern in every respect and follows the recommendations of the California Electrical Co-operative Campaign in its up-to-date equipment and arrangement. In addition, Mr. Lane has introduced many original features and the new store may be looked upon as a distinctive addition to the merchandising progress of the community.

The Berkeley Electrical Company has recently filed articles of incorporation and proposes to establish a store in Berkeley, Cal.

The Cowles Electric Company, a former partnership, has been incorporated with a capital stock of \$25,000 by C. W. Cowles, W. B. Cowles and F. J. C. Ensworth, at 74 Winthrop Street, New Britain, Conn.

C. B. Smith, contractor-dealer of Iliou, N. Y., has recently opened another shop at 117 East Albany Street, Herkimer, N. Y.

The Haut Electrical Company is a new contractor-dealer concern located at 126 Spring Street, Albany, N. Y.

Clinton H. Walker has opened a new retail shop at 185 Broadway, Haverstraw, N. Y.

The Speth & Weber Company is a new retail shop located at 929 South Eighth Street, Manitowoc, Wis.

W. A. King has opened a new retail shop at Garrett, Ind.

Virgil Aldrich is a new contractor-dealer of Beaver City, Neb.

Frank J. Bernhardt has recently opened an electrical appliance shop at 408 South Eighth Street, Quincy, Ill.

The Del. J. Tripp Electric Company is a new retail concern of Hebron, Neb.

Messrs. Niblack and Fulton are conducting a new retail electrical business at Warren, Ind.

The Home Electric Appliance Company has recently been incorporated with a capital stock of \$25,000 by J. C. Akers and others to conduct a retail electrical business at Nashville, Tenn.

The Eller Electric Company of New Haven, Conn., is a new concern recently incorporated to engage in the electrical business in New Haven. The capital of the new company is \$10,000 and the incorporators are Phillip Kolominsky, electrical contractor of 15 Hurlburt street; Louis Eller, electrical supply dealer, and Morris Stein, all of New Haven.

The New England Electric Specialty Company, 161 Summer Street, Boston, Mass., has been incorporated by Messrs. Lynch and Ullman to deal in electric lighting fixtures.

The People's Electric Company, 111 East Iowa Avenue, Iowa City, Iowa, is a recently incorporated retail electrical store.

The Electric Service Company, under the management of Floyd Higgins, is a new retail shop at Minden, Neb.

The Alfo Electric Company is a new contractor-dealer concern incorporated by Frank Vogelsang of Bristol, Va., and others, at 21 North Jonathan Street, Hagerstown, Md. A. L. Foreman is manager.

O. S. Osmundson has gone into the retail electrical field at Rockwell City, Iowa.

A. F. Cochran, Lisbon, Ohio, announces the removal of his business from South Market Street to West Lincoln Way.

The Peterson Electric Company of Wheeling, W. Va., announces that it is occupying new quarters at Eleventh and Main Streets.

The Denton Electrical Company has opened a new retail shop at Thirteenth and Walnut Streets, Kansas City, Mo.

E. A. Selden has opened a new contractor-dealer shop at Clyde, Kan.

W. H. Hayes has opened a new retail shop at Bradford, Ark.

The LaJara Electric Company is the name of a new retail shop at LaJara, Col.

The Electric Shop has just been opened by Messrs. Lieuallen and Hyer at Moscow, Idaho. This business was formerly conducted by C. E. Hyer.

Brown Harris and Walter Shockey of Berkeley Springs, W. Va., have formed a partnership to do electric wiring and repair work of all kinds.

L. L. Alber has opened a new shop at 25 West Market Street, Wabash, Ind.

The Seering Electric Company is a new Beaver Dam, Wis., concern dealing in electrical supplies.

The E. A. Koeneman Electric Company was recently incorporated with a capital stock of \$20,000 by E. A. Koeneman and others to operate a retail electrical business at East St. Louis, Ill.

Harvey Quick is a new Sault Ste. Marie (Mich.) dealer.

H. D. Keller is a new dealer with a shop at Coldwater, Mich.

The Huguenot Appliance Corporation is the name of a new retail shop recently opened at 567 Main Street, New Rochelle, N. Y. Henry F. Dehn is president.

The Electric Home Appliance Company of Hartford and Providence has opened a new branch at 362 Bridge street, corner of Dwight, Springfield, Mass.

The Electric Company of Delaware is a new contractor-dealer shop located at 102 West Seventh Street, Wilmington, Del.

Leo P. Eiden is engaged in the retail electrical business at Pittston Avenue and Alder Street, Scranton, Pa.

The Acme Sewing Machine & Electric Company is opening a shop at 133 West Twenty-fifth Street, New York City, where a full line of electrical supplies will be carried.

The S. & S. Electric Company is the name given the new retail business of Messrs. Stevenson and Spencer at Coloma, Mich.

Messrs. Moury and Hillyer have engaged in the retail electrical business and established shops at Ashtabula and Jefferson, Ohio.



Puzzle picture: Find the sunflower. In this choice collection of trans-Mississippi contractors and dealers who migrated to Baltimore for the annual convention of the N. A. of E. C. and D. there is one lone man from Kansas. All the rest are from show-me Missouri. In the lower row, from left to right, are F. E. Geiss, Ray Ryan, W. T. McAuley, E. H. Heath, C. A. Spaulding and A. J. Burns. In the top row, left to right, are Fred B. Adams, C. H. Clark, A. Penn Denton and S. Fickie. Rumor has it that Mr. Ryan is entitled to tote the sun blossom.

